

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXV, No. 12

NEW YORK, DECEMBER 21, 1933

10c A COPY

*America is offered  
the DOLE . . . and likes it!*



ON THE evening of September 16th, Mr. United States looking up from a favorite publication said, "Jane, here's a new food drink advertised that sounds good—DOLE Pineapple Juice."

"Pineapple juice?" queried the missus, "the syrup that comes off canned pineapple?"

"Not so fast," said the mister. "Listen to this! We don't claim that pineapple juice is any more delightful than tomato or orange juice. However, we do say that once you've tried it you'll want its refreshing, zestful tang at least as often as any other juice."

"If you have confused natural pineapple juice with the syrupy or sweetened liquids you pour from canned pineapple—get ready to change your mind. DOLE Pineapple Juice is natural, unsweetened pineapple juice—nothing changed. No sugar, no preservatives."

"Jane! If that juice tastes like honest-to-goodness fresh pineapple, the Hawaiian Pineapple Company has got a natural."

DOLE Pineapple Juice is a natural. But back of it are nine years of experiment, slow perfection of processing and packing, the securing of approval by dietitians and pediatricians, the securing of acceptance by the wholesale and retail grocery trade.

Only with this accomplished was America offered the DOLE—and how it is liking it!

**N. W. AYER & SON, INC.**

**ADVERTISING HEADQUARTERS**

**WASHINGTON SQUARE, PHILADELPHIA**

New York

Boston

Chicago

San Francisco

Detroit

London

# This Way, Sir



WHEN department stores concentrate the bulk of their linage in one newspaper to the extent they do in The Journal in Milwaukee, you can't mistake the way to results. Here's the record for eleven months of '33—

THE JOURNAL . . . 3,636,547 Lines  
 Sentinel-News . . . . 1,933,544 Lines

In what other large market do you find a situation to match this? The Journal covers the Milwaukee market thoroughly *alone*—with the largest circulation, daily and Sunday, of any newspaper in Wisconsin. Investigate this "economical-to-sell" market!

**THE MILWAUKEE JOURNAL**

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# PRINTERS' INK

NEW YORK, DECEMBER 21, 1933

## This Week

THE news that F. J. Schlink of Consumers' Research had been named as one of General Johnson's advisors, representing the consumer in N. R. A., makes **Running Wild**, first article in this issue, particularly timely. If the public is to be urged to buy through specifications instead of brands, every manufacturer of trade marked, advertised products will be injured; recovery efforts will be retarded.

\* \* \*

**Herr Hitler's advertising law** isn't so bad as we Americans think it is. So argues Edward H. Douglas, of the H. K. McCann Company's Frankfurt office. Among other advantages, Mr. Douglas writes, "decrees already issued will revolutionize German advertising practice through elimination of price-cutting, circulation swindle, licensing of publishers and space brokers." The aim, he tells us, is to rebuild faith in advertising.

\* \* \*

Just a softy—that's what Stuart Peabody is. Mr. Peabody is a softy, outspakes the outspoken Max Hacker, space buyer for The Blackman Co., because, by his own confession, Mr. Peabody likes to see salesmen. But Mr. Peabody likes to see salesmen, Mr. Hacker hastily adds, because "he has an intense, student-zeal for knowledge." The soft impeachment occurs in Mr. Hacker's answer to Mr. Peabody's contention [PRINTERS' INK, Dec. 7] that space buying is an agency function. From his side of the fence, Mr. Hacker offers his suggestions for closer co-operation among client, agency and publisher.

\* \* \*

Today our economists and our

statesmen and our citizens speak and write and argue about the New Deal. Some time ago, in England, the Right Honorable Lord Hewart of Bury, Lord Chief Justice wrote a book that, with anticipatory alliteration, he called "**The New Despotism.**" Usually, Lord Hewart found, the seeds of bureaucratic power have been sown in skeleton legislation by which are conveyed large grants of power—"the perfect description," writes Chester M. Wright, "of the Tugwell Bill." Reviewing the British jurist's work, Mr. Wright urges that this thesis be pondered by those who take the Tugwell prescription with complacence, for it "will serve as a tonic and a mental astringent."

\* \* \*

Meanwhile, the **American Medical Association**, which has been accused of providing at least some of the inspiration for Professor Tugwell's Bill of Lefts steps out upon the advertising stage with a bulletin on foods and food advertising. After adjusting its spectacles and clearing its throat, the A.M.A. reads aloud its ideas about **how foods ought to be advertised**—and the ideas, incidentally, are not so bad as some of the anti-Tugwellians would have us think.

\* \* \*

Whether the money paid out for advertising is a capital investment or a production cost can be answered by an analogy so simple that its characters can be named Smith and Jones. With such a parallel, President A. Wineburgh, of the Carbona Products Company, proves his point that "**Advertising Is Capital Investment.**"

Here the anti-Tugwellians may find comfort; for Mr. Wineburgh answers some of the published thoughts of the same Professor Tugwell on advertising economics.

\* \* \*

Old Aesop Glim is mad. He's mad—in an academic sort of way, to be sure, but mad nevertheless—because the psychologists are too bashful to be truly helpful to advertising craftsmen; and he's mad because the craftsmen forget that the average intelligence is around thirteen or fourteen years old, and he's mad—just to show how versatile he can be in indignation—because some copy writers persist in writing-down to their readers. But Aesop calms down, finally, and digs into the real dope. His

remarks, under the title, "Who's Fourteen Years Old?" are illustrated with a thought-provoking chart.

\* \* \*

In a four-floor establishment in the Mather Tower in Chicago, Adolph O. Goodwin, man of ambition, operates the **Goodwin Plan** of America, Inc. Close-mouthed thus far about tie-ups with manufacturers, Goodwin reveals that already he has signed up as "Good-News Broadcasters" 150,000 church women. He plans that the "broadcasters"—paid 2 per cent commission on sales they influence—shall become the nucleus of a huge distributing organization. The project draws criticism from several sources, including merchants and churchmen.

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# For 1934:

## GO AHEAD—with Safety—in these Newspapers!

1934 offers one certainty: there will be CHANGE, affecting the pace of sales.

"Wait and see" means paralyzation.

Advertising commitments far in advance may prove out of line. The need is for flexible selling power keyed to immediate prospects. Newspapers! Copy today: publication tomorrow.

As America moves forward, Providence will continue in the van. Rhode Island payrolls increased 52% from April to October. With its industrial set-up, this market will benefit from casual gains as well as any general advance.

But win, lose or draw—you can apply pressure here to gain full advantage of any improvement—or withdraw over-night if necessary—when you place chief dependence on the market's own dominant media:

## Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.  
Boston - New York - Chicago

Representatives:

R. J. BIDWELL CO.  
San Francisco - Los Angeles - Seattle

# Running Wild

By Roy Dickinson

THE six college professors, five club women, three Government men, one social leader and others who make up the Consumers' Advisory Board—a sub-division of the NRA—are likely to wreck the NRA and all it stands for unless they are restrained.

I make this statement advisedly; and here is my case:

The original objectives of the NRA were to stop the chiselers, to get more money into the hands of potential consumers, to shorten the hours of labor.

PRINTERS' INK has for many years supported all these objectives.

The time has now come, however, to point out in all earnestness that the inferences of the NRA, the theories and long-time yearnings of several professors for a new social justice are so rapidly being turned into objectives that the broad purposes of the Act may be wrecked.

The NRA has the possibilities of postponing for a generation or more any further advances in Communism. As Donald R. Richberg, General Counsel of the NRA, has said several times: "We are attempting to establish a half-way house of democratic co-operation for the common good, midway between the anarchy of unplanned, unregulated industrialism and the tyranny of State control of industry."

Many times others high in NRA councils have stated their profound trust in experience, their rejection of pure theory and abstract logic; have said that the ultimate object of their plan was intelligent self-government of industry under Government supervision.

Ever since 1919 PRINTERS' INK has insisted that the profit system could endure only if its owners had sufficient sense to share its gains from better technology, more effi-

cient machines, with the mass of consumers who worked for wages.

But that attitude, shared by hundreds of far-seeing employers, depends upon preserving the industrial machine that makes profits possible.

Out of profits come wages and taxes, the sinews of Government.

Industry showed its full willingness to co-operate with the expressed objectives of NRA.

More than 1,200 codes were worked over and presented. Much time was lost by the code makers within industry, but much good came from the discussions out of which the codes gradually took shape.

In all of their deliberations business men were told that industrial self-rule was the goal to be attained, that the chiseler who sweated his labor and ruined profits for whole industries was the type that should be disciplined, chased out of decent industry, that Marquis of Queensberry rules of competition were to take the place of eye-gouging.

Profits for those who played fair with labor—industrial death for the chiselers.

But the small nucleus of NRA workers of last June became a great organization of 1,200 or more employees within sixty days—and among them a group called the Consumers' Advisory Board.

It is my charge that one element in this group is now acting in a way directly contrary to the in-

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## Iowa News

### U. S. Corn Loan Money Starts Buying Wave

ALTHOUGH the Corn Loan program is hardly more than started in Iowa—merchants in various sections are reporting buying activity.

Loans were being made on December 15th at the rate of nearly one million dollars a day. Within the next 90 days \$60,000,000 of the \$100,000,000 will have been paid to Iowa farmers.

**WEBSTER CITY**—Merchants report farmers buying radios, farm materials, winter clothing and other items with corn loan money. Business 14% to 22% better than a month ago. Webster county has received \$196,414.65 to date.\*

**GARNER**—"A definite trend toward better business," voiced local merchants. Two new cars were sold to farmers, paid for with corn loan checks. Hancock county received \$113,277.69 to date.\*

**SAC CITY**—"Now the baby is ours," said one Sac county farmer as he paid the doctor with a corn loan check. (The doctor won't hang onto it long.) Corn loans also responsible for sale of three new cars. Sac county received \$249,087.40 to date.\*

**SPENCER**—Auto dealers report more new and used car sales, more repair work than ever before at this season. Clay county received \$89,314.15 to date.\*

**COUNCIL BLUFFS**—Retailers report the corn loan program has created a buying psychology among classes who do not depend on federal checks for cash. Pottawattamie county received \$73,485.60 to date.\*

**NEWTON**—Business 15% to 20% better than year ago. Farmers buying many needed items. Jasper county received \$30,118.05 to date.\*

**IDA GROVE**—Business 25% better. Pre-holiday sales unusually active. One clothier reports sale of 12 pair of overshoes, as well as some clothing, to a farmer who had received corn loan. Ida county received \$43,807.40 to date.\*

\*December 15, 1933.

These are just a few random reports taken from a statewide business survey now being conducted by *The Register and Tribune*. For complete details write, National Advertising Dept., Register and Tribune, Des Moines, Iowa.

*Wishing you  
a prosperous  
New Year  
in Iowa!*

**T**his is no idle greeting! It's a fact! Alert manufacturers will lose no time in making a major bid for increased business in Iowa and will find it! New money, more than \$60,000,000 of the \$100,000,000 U. S. Corn-Hog Loan Money, will be paid to Iowa farmers within 90 days.

Merchants, mechanics, doctors, lawyers and others who serve these farmers are, in turn, sharing in the turnover of this new money.

The quickest, easiest and most thorough way to reach this new buying power in Iowa is through *The Des Moines Register and Tribune*. 1933 circulation . . . daily or Sunday . . . exceeds the peak year of 1929.

**The Des Moines  
Register and Tribune**

238,321 Daily . . . 211,038 Sunday

A. B. C.

28%

**GREATER SALES  
IN THREE  
DEPRESSION  
YEARS**



■ In the three depression years since 1929, total dollar sales volume for Cutex manicure products has been 28% greater than in the three preceding prosperity years—following a steady sales growth since 1915. ■ The Northam Warren Corporation has been a client for seventeen years.

J. WALTER THOMPSON COMPANY • ADVERTISING

dustrial self-rule set up as an objective. In what is probably a sincere desire to do something for the consumer, this group, in my opinion, threatens to wreck the whole co-operative spirit which has been built up among liberal and progressive manufacturers.

The man in that group to whom I refer specifically is Professor Robert S. Lynd, author of "Middletown," chairman of a Committee of Standards of the NRA Consumers' Advisory Board, called "hurriedly" to the Tugwell Bill hearings.

Professor Lynd indicated his point of view when he pointed out that the NRA is interested not only in higher wages but (presumably his sub-committee) in seeing to it that consumers' buying power should go only into merchandise of real "use value" to the consumer.

#### *Buying by Specifications*

So far so good. No one can quarrel with any division of the Government setting up minimum standards to protect the consumer. But Professor Lynd proposes to go far beyond this. The Government buys, says Lynd, not by brands or slogans but by specifications.

Consumers must be protected from the wicked manufacturers who sell by brands.

The way the Professor puts it is this: "Both the Government and industry are required as standard practices to buy not by style, price, advertising slogans or brands but by quality specifications. Through this procedure they save many millions of dollars annually. \* \* \* If the NRA stands for fair competition, we consumers submit that fair competition means giving our 30,000,000 families, spending at the 1929 level 60 per cent of our total national income over the retail counters of this country, the same kind of chances that Government and industry now have to know what they are buying. \* \* \*

"Quality standards going into many of the recovery codes, represent a simple and inescapable

necessary aid to the isolated consumer in his difficult and otherwise largely helpless effort to compete on equal footing with the vast resources of industry."

Now we get to the meat of the Professor's proposals. They serve in a way to explain the nation-wide set-up of consumers' boards. They are to help educate the housewife to buy by Government specifications, as advised by Stuart Chase, Schlink\* and others in Consumers' Research.

The plan will need plenty of education. Have you ever read, Professor, the Government specifications on towels, for example?

No longer shall Mrs. Davis buy Cannon Towels or Martex. She must be educated to buy the way the Government buys, by a long, (at present unintelligible) list of specifications.

The fine styling of Cannon or Martex, the new colors and ideas in blankets developed by Kenwood or North Star would be sunk to a flat measure of mediocrity with the newest and poorest comer in the merchandising field if he could get his Government "A" rating.

The professor has undoubtedly been interested in reading the old testimony of a vice-president of Macy's who told how his store could produce and put on sale "just as good" merchandise as national advertisers of soup, razors, vacuum cleaners, all sorts of products. The advertiser is exploiting the public, getting too much for his products, if this testimony is taken by itself without looking at the full picture.

I attribute to Professor Lynd no desire to wreck deliberately the whole system of merchandising and attack the millions invested in trade-marks and registered brands now protected by the Government.

He is probably merely trying to do something in his committee to enlarge its power in connection

(Continued on page 82)

\*F. J. Schlink, director of Consumers' Research, Inc., according to the New York Times of Sunday, December 17, has been accepted as one of two "special assistants" to the administrator of the NRA, representing consumers.

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## IF ANYBODY KNOWS NEW YORK

If you want to know a newspaper's real selling power, find out what the department stores think of it; find out how much department store advertising it publishes. For if anybody knows the local market and its advertising mediums it's the local department store.

In New York you'll find that the department stores have for many years placed more advertising in

The Sun, which is published six days a week, than in any other newspaper, including those that have seven issues a week.

Any manufacturer of merchandise sold through New York stores, any retailer in New York, large or small, can profitably be guided by the pronounced preference which the New York department stores show for The Sun.

**The Sun**

*The Newspaper of Distinction in its Readers, its News and its Advertising.*

**NEW YORK**

# Motor Industry Plans 3,000,000 Car Year for 1934

Some of the Inside Information That Is Being Talked Along Automobile Row.

THINGS are popping fast in Detroit. The motor industry, generally, is looking forward to a 3,000,000 car year in 1934.

Advertising, promotion and production schedules have been set accordingly. It is common knowledge all along automobile row that most every motor car manufacturer has laid out a budget which means, in many cases, an actual doubling of expenditures for advertising, promotion and merchandising.

Hudson's challenging declaration is typical. "I tell you positively and emphatically," William A. James, advertising manager, told dealers about 1934 plans, "this is the most effective campaign ever presented by Hudson."

Plans for the New York Show opening, when most of the cars will be revealed to the public for the first time, call for large expenditures on the part of almost all of the makers, to be sure that their merchandise attracts the thousands that are confidently expected to attend this year. The majority of the advertising campaigns on the new cars will break coincident with the opening of the New York Show.

There will be a concentrated effort made in 1934 by manufacturers of cars to promote their sales by the use of sound motion pictures. These will be furnished to field representatives with 16-millimeter sound projectors, and there will be great activity showing these sound motion pictures to the public at large all through the year. It is understood that the two major body builders—Budd and Briggs—have both gone into sound motion pictures very extensively.

Chevrolet has a sound film that has been produced on a lavish scale. It plays up the importance of velvet in the fashion field, and gets over a sales story on Chevrolet's interior. The film will be used at pre-view meetings of dealers.

There will also be considerable use made of the growing popularity of bleed-off pages. The show issue of the *Saturday Evening Post*, which will be the January 13 issue, will contain at least two advertisements in double spreads or in two-page size which will take advantage of this new ruling.

The low price field will change a bit in 1934. Those who face the facts will realize that Chevrolet is due to drop quite a few sales next year to Ford and Plymouth. Whereas Plymouth has come up very strong in the last three years in sales, the majority of its increased volume has come from former Ford owners. It is generally talked about around Detroit that Chevrolet is in for some very heavy bombarding from these two competitors in the coming year.

## Ford Taking Advertising Seriously

Important because it shows how seriously Ford is taking advertising strategy this season, is the policy that he has adopted concerning dealer advertising. Through the year Ford dealers have been advertising individually and co-operatively and their copy has not only been strongly competitive but it lacked cohesiveness. Some agencies were engaged by dealers in a number of territories and many agencies, in all, were preparing Ford copy for local publication.

Now Ford has decided that dealer advertising will be handled by two agencies, Ayer and McCann-Erickson. Choice of either agency is up to each of the more than thirty Ford divisional managers. They are getting solicitations from both agencies and making their own selection but it must be one of the two.

Automobile row, for the most part, believes that Mr. Ford is out to put on a real advertising and promotion campaign. It is substan-

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tiated that he will go on the air with Warings' Pennsylvanians twice a week, starting around the first of the year. He will continue his expositions throughout the country.

In the General Motors line-up of cars, Oldsmobile will do the unusual in 1934 and produce a new Oldsmobile Six which will be priced just \$60 over the Chevrolet. This car is, undoubtedly, aimed at the tremendous inroads made upon the Pontiac by the Dodge Six this year. There will also be a larger and more de luxe Oldsmobile. Whether it will be a six or an eight is hard to determine, but it will probably be priced around \$895. Pontiac will continue with a low priced eight in about the same price range.

Buick has already made some announcements. Models will be streamlined to the limit of a conventional design and will feature knee-action wheels, as will all other General Motors units. La Salle will drop its price range to around \$1,300.

One of the big features of the La Salle and Oldsmobile will be hydraulic brakes. This is a dramatic change-over from mechanical braking systems that have always been on General Motors cars. General Motors will, undoubtedly, approach this very evident retraction of all the things it has said about Chrysler's hydraulic braking systems in the past, from the angle that hydraulic brakes have been used on General Motors taxi cabs in New York for the last two or three years and have proved eminently satisfactory—therefore, due to this long test and research by General Motors engineers, they have finally come to the decision that hydraulic braking systems are the best. Also included in the hydraulic brake equipment is Pontiac.

Cadillac will retain its present price position. Hudson will make a determined bid for greater sales, offering a line of Terraplanes in the six and eight lines, and the Hudson line being priced from about \$645 up to \$1,500. Nash has the spotlight, too, with its new small car. Typical of how closely manufacturers can keep their plans, the name of the new six is unknown, but this and the price will be announced at the New York automobile show.

DeSoto and Chrysler will, of course, feature their new Airflow lines and both will be dramatic changes from conventional designs. Dodge and Plymouth cars will be fully streamlined and modern in appearance on conventional type chassis. As regards price, indications are they're going up in 1934. Plymouth has flatly stated that its prices will be higher.

Graham, Hupmobile, Nash, Studebaker, Packard, Auburn, Lincoln, Pierce Arrow and all of the rest are expected to be a little higher in price, with more or less conventional designing and streamlining, but nothing so changed in appearance as the new Chrysler or DeSoto cars. Each of these last two lines will, undoubtedly, be higher in price than last year.

Continental announces a determined assault on the lower-price market. Its Ace and Flyer have been dropped, its Beacon improved and it is this car which will be made the wedge of its sales drive.

The matter of individually sprung front wheels has taken most of the spotlight in Detroit. New Dodges and new Plymouths will have it. The Chryslers and DeSotos will not have it because in their new design it is not necessary. Hudson and Essex Terraplane will also feature it.



### Uneeda Advances Oliva

George Oliva, who has been with the National Biscuit Company for more than twenty-five years, is now in charge of the company's advertising department. He takes over the duties of Robert Barton, resigned. Mr. Oliva's headquarters will be in the New York office of National Biscuit.

### Carter with Lennen & Mitchell

Bertram H. Carter, recently with the E. W. Hellwig Company, New York advertising agency, is now associated with Lennen & Mitchell, Inc., of that city, in an executive capacity. He formerly conducted his own advertising agency and, some time ago, was with the Curtis Publishing Company.

Dec. 21, 1933

Dec. 2



YOUNGER families can't stay at home. They must go places . . . do things . . . see things.

Because more than 425,000 Chicago

American families are younger, more active, go more, they are a preferable market for motor cars and every American man that a car requires.

**CHICAGOME**

a good newspaper

Now in its **THIRTEENTH YEAR OF CIRCULATION** **ADMITTED**

National Representative

E. Boone



lineage that it places in this newspaper.

The American's appeal to active, younger families "who are or who think under 40" is capitalized by other great industries.

For example, the advertisers of amusements and entertainment use more lineage in the Chicago American than in any other daily newspaper in Chicago—and have for many years.

To the movies, *in the car*. To the theatre, *in the car*. To a cafe, *in the car*. To the bridge game, to tea, to the concert, to the football game, to the country club—*always in the car*.

*More miles per family* is a tangible advantage of the Chicago American market. It is real, it can be cashed in.

*It pays off with greatest profit when the American is used consistently with well conceived, forceful advertising copy.*

younger, that the automotive industry receives a preference this quality of the Chicago American market is well evidenced by the consistently large volume of

**CHICAGO AMERICAN**  
a good newspaper

**POSITION LEADERSHIP in Chicago's evening field**

by E. Boone Organization



## Lily-Tulip Capitalizes Repeal

**I**N repeal, the Lily-Tulip Corporation saw an opportunity for a package that would fulfil a triple need. First, retailers would require an inexpensive method of packing bottled goods for carry-away delivery. The new package, with a protective inner shipping carton and a lid which fits snugly about the necks of the bottles, well serves this purpose. It accommodates from one to three bottles.

Second, consumers would want a practical means for chilling liquors. Hence the package was

designed in the shape of an ice bucket and constructed of heavy water-proof paper, so that it can be used in the home indefinitely and cleaned easily by a quick rinse in cold water.

Third was the need among hotels, restaurants and clubs of a cooling bucket to be used for table service.

Printed in striking patterns and affording large labeling space by virtue of its generous surface, the package makes an attractive appearance for all three uses.

### Made Advertising Director, New York "Post"

Walter A. Young, until recently with the New York *Herald Tribune*, has been appointed director of advertising of the New York *Evening Post* by J. David Stern, editor and publisher.

Before his affiliation with the *Herald Tribune*, Mr. Young had been associated with Mr. Stern for eleven years on the Camden, N. J., *Courier* and the Philadelphia *Record*.

Joseph Mora Boyle continues as advertising manager of the New York *Evening Post*.

### To Handle Hawaii Account

The Hawaii Tourist Bureau has appointed Bowman, Deute, Cummings, Inc., San Francisco, to direct its advertising account, effective January 1.

### Walter P. Burn Leaves Bureau of Advertising

Walter P. Burn, for ten years with the Bureau of Advertising, the last three years of which he was Eastern manager, has resigned to join R. L. Polk & Company in an executive capacity, with headquarters at New York. Mr. Burn was Pacific Coast manager of the Bureau for seven years and previously was advertising manager of the Transcontinental Oil Company and an advertising and sales executive of the Tidewater Oil Company.

### Has Rolls Razor Advertising

Lee & Schiffer, Inc., New York, has appointed Kimball, Hubbard & Powell, Inc., New York, to direct the advertising of Rolls Razors, effective January 1, 1934.

# Space *Can* Be Bought without Wasting Time

Agency Buyer, Answering Stuart Peabody, Brings Out Six Points to Show How and Why

By Max Hacker

Space Buyer, The Blackman Co.

THE premise which Stuart Peabody establishes in the introductory section of his December 7 PRINTERS' INK article on media selection is sound and intelligent; namely that,

Space buying is an agency function. Duplication of effort in setting a watchman to check up on a watchman is wasteful.

The advertising manager can be more useful to his company by directing policies and co-ordinating advertising with sales than by making up lists.

He should be informed on media in order to consider the agency's recommendations intelligently, but to do so he need not devote many hours a week to solicitations of publications or other media.

But Stuart Peabody is a "softy," by his own confession; and he *likes* to see salesmen; and those who know him will tell you that he has an intense student-zeal for knowledge. So he is his own worst enemy against his own conviction regarding sound functions of a man in his position.

Suggestions for alleviating the time-consuming situation of media solicitations will not avail much until advertising managers and general executives who share Mr. Peabody's basic conviction, take themselves in hand and act as they say they should, but don't.

This they *cannot* do—

1. If the agency space buyer is of mediocre ability and neither client nor publisher respects his judgment.

2. If the space buyer is habitually and unnecessarily inconsiderate.

3. If the space buyer is able, but it becomes known that his decisions

are frequently upset by the client or the agency account executive.

This they *can* do—

4. If the space buyer, through his ability, commands the salesman's respect.

5. If the space buyer, through his widely known fairness and consideration, satisfies publishers generally on the score of a square deal.

6. If client executives will back up the space buyer in whose ability and fairness they believe, building up his authority by their support.

Neither space buyer nor agency suffering from points 1 or 2 can long survive successfully. And where such a condition confronts them, publishers and their salesmen cannot be blamed for taking their cases to a higher court. Any worthwhile advertising manager, having to sell his company's goods would not rest his case with an ill-equipped and uncivil purchasing agent. Whether or not the space buyer is ill-equipped or uncivil or both is a matter which the advertiser can easily verify.

The remedy for weakness in ability and Prussianism in conduct, shortcomings covered by points 1 and 2, rests effectively with the client—let him but say the word.

## *When the Client Upsets Decisions*

With respect to point 3, a client executive who even encourages the possibility of the practice of upsetting a space buyer's decision, is unwittingly nourishing the time-consuming disease of which he complains and under which he suffers. In this, the salesman has human nature as an ally.

Sales attention, with its implication of power, is flattering. You who believe in the premise that space buying is an agency function

and who do not want to put in many hours duplicating the watchman's work—do not fall into this trap. And do not succumb to that other lure, a sense of duty that makes you a prey to every media salesman in the business. Actually



*Max Hacker*

your duty is not in that direction at all, but much more profitably in the direction of employing a capable agency with a strong space-buying department, and in then putting those people to work instead of doing their work for them.

As for the publishers and their salesmen, I believe that the majority of them welcome the shortest route to a final decision. Their time costs money and most of them are smart enough not to want to waste it. There are some, of course, who cling to the misguided belief that they are *entitled* to the order by divine right. That kind will always be with us, but they are in the minority and need be treated only with courteous firmness.

By and large, however, given conditions 4, 5, and 6, most of the time-consuming media solicitations will disappear from the list of client problems.

And conditions 4, 5, and 6 are within the control of the advertiser. He should insist upon intelligent, keen, well-equipped, fair and square space buyers and make it known that they are the media doctors with power to prescribe. Then most salesmen would ask to see the ad-

vertising manager only to give him a sales or marketing idea and not to take up time with circulation and rate details.

Should the advertising manager listen to *any* media presentations? Yes. After all, the bulk of the appropriation is spent in mediums, and the right mediums to reach the right markets are a very important consideration. But, as Stuart Peabody points out, a few well-chosen presentations once or twice a year, among the classes of media important to the company should suffice to keep the advertising manager in touch with trends and developments.

How to turn down many salesmen whose presentations you feel do not come under the category of those you want to look at? Provided conditions 4, 5, and 6 exist, namely, an able space buyer, a fair and square space buyer and a space buyer with authority, here's a suggestion that is known to work: Tell the salesman who seeks the interview that you don't make it a practice to judge all mediums, inasmuch as you consider space buying an agency function. Tell him that you do not want to take time from your more regular functions to listen to *his* presentation unless it is of broad importance. Tell him you can't judge that in advance, and ask him to let your space buyer, who knows your problems, pass on that point. If the space buyer feels that the salesman's presentation is one of those important things which you should review during the year, he will recommend the interview and you will see the salesman.

#### *Let Salesman Prove Profit of Interview*

In other words, make the salesman prove to your able, fair-minded space-buying authority that his story is so interesting and important that an advertising manager whose function is not list-making, would profit by it. And let your space buyer know that you welcome his recommendations in these matters. Then, outside of those few presentations you voluntarily decide to look at, he will keep the

# BECAUSE IT HAS GREATER HOME COVERAGE!

- During the first eleven months of 1933 The Chicago Daily News carried 88,495 lines more Food Advertising than the Daily Tribune, the Daily Herald-Examiner and the American *combined*, and
- 1,132,482 lines more than the Sunday Tribune and the Sunday Herald-Examiner *combined*.

## HERE'S THE BOX SCORE:

*Grocery Linage in Chicago Newspapers  
First 11 Months of 1933*

	Retail	General	Total
THE DAILY NEWS . . . . .	1,005,050	726,772	1,731,822
AMERICAN . . . . .	357,049	510,240	867,289
DAILY TRIBUNE . . . . .	158,279	422,970	581,249
SUNDAY TRIBUNE . . . . .	123,561	180,681	304,242
DAILY HERALD-EXAMINER . . .	109,738	85,051	194,789
SUNDAY HERALD-EXAMINER . .	30,026	265,072	295,098

*Authority: Media Records, Inc.*

interviews down to the big important discussions. This plan works and is respected.

Should an agency assign a first-class space buyer exclusively to each good account? If the volume of work demands it, yes—provided also that the revenue justifies it. Time and pressure of work should decide. Otherwise there would seem to be no strong reason why a space buyer shouldn't apply against several accounts the knowledge of media with which he is equipped.

Consider the possibility of duplication. If Space Buyer Jones has time to handle four accounts well, then the agency really needs only one solicitation from the *Universal Gazette*. However, if these accounts were handled by four space buyers then the agency and the *Universal Gazette* would need four solicitations.

Very well taken are Mr. Peabody's points as to the advantage of having space buyers spend more time with circulation managers; also the advantage of having space buyers give more thought to the merchandising of the list. Let space buyers go out sometimes and actually present the campaign to the trade.

In closing, a word to agency heads: Invest more money in the right kind of media selection personnel. It is an investment that can help to hold or get business.

To space buyers: Be more human, more mellow, more genial. Remember, the salesman carries a cross as well as you do and that both of you are paid to carry it. At least the load will seem lighter if you treat each other with courtesy and respect. Incidentally, space buyers owe something of

what they know today to the expositions of media salesmen.

To publishers: Selling is excessive anyway, due to the existence of too many mediums. Don't add unnecessarily to the hectic nature of the business by hounding us and the client way beyond normal pressure. It costs you money, it costs us all patience and it rarely if ever gets you anything. After your story has been well told and reasonably followed up, don't iterate and reiterate *ad infinitum*. No publication gets all the orders. There are honest differences of opinion and just because your salesman hasn't landed the contract doesn't mean that he has failed in his selling job. There are other factors besides the merit of your medium that determine the list.

In fact, it will save time all around if salesmen will try to find out what the advertiser's objectives are and what the definite hurdles are that stand in the way of the order. Salesmen should encourage buyers to be frank about these obstacles and even about definite refusals of the business. Jollying is a vice which is also unkind. Some buyers and some salesmen may dread the actual announcement of decision and may therefore wish to postpone the inevitable. The good buyer and the good salesman knows, however, that such practice is a terrible waste. Buyer and seller should get together as quickly as possible; the obstacles should be revealed and either met or otherwise; and the decision should be made. If it is against the salesman and the publisher after they have had an honest hearing let them take it like good sports and go on to something else.

### Pedlar to Join Rankin

Louis C. Pedlar will join the Wm. H. Rankin Company, Inc., New York, January 1. He has been with the United Advertising Agency, New York, in an executive capacity. Before joining United he was head of his own advertising agency in New York.

### Has Glass Account

The Libbey-Owens-Ford Glass Company, Toledo, has appointed the United States Advertising Corporation, of that city, to direct its advertising account.

### Coty Appoints Roy Root

Roy Root, for fifteen years with the Scoville Company as New York representative, is now associated with Coty, Inc., New York, in a special merchandising capacity. He will assume his new duties on January 2.

### "Business Week" Adds to Staff

C. S. Plummer, Jr., has joined the sales staff of *Business Week*, New York. For the last ten years he has represented *The Literary Digest* in New York State.

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# Who's Fourteen Years Old?

The Case of the Psychologists Versus Kenneth Groesbeck *et al.*

By Aesop Glim\*

"THE half-baked psychologist who originated the saying about the fourteen-year-old intelligence of the average person has done our business a lot of harm."

Thus begins Kenneth Groesbeck in his article, "This Dangerous Business of Kidding the Public," which appeared in the November 16 issue of *PRINTERS' INK*. Mr. Groesbeck is making a plea for less kidding, less patronizing of the public—for less talking down and less exaggeration—for more essential and believable truthfulness, in our advertising copy. To which multiple plea, Old Aesop Glim can only add a very hearty Amen.

But—speaking as one who unblushingly claims personal friendship with several psychologists, I rise to protest against the tone of voice and the implied criticism of psychologists. I suspect that Mr. Groesbeck is one of the many advertising men who don't "hold with" psychologists—who, in short, haven't bothered to learn their aims and ideas, before panning them so blithely and convincingly.

In the hopes of finding new equipment for advertising, I have frequently gone to the psychologists. In this diatribe I am going to attempt to explain what I think they mean by an average fourteen-year-old intelligence. I am going to paraphrase several of the best of them. And, when I get through, there will probably not be a sentence in this whole article on which one good psychologist would fully support me.

Parenthetically, I might also pause to remark that I've never learned much from the psychologists which I could put to immediate practical use in advertising. This is because of their bashfulness. The present-day psychologist aspires to being scientific—and science demands *proof*.

Psychologists could tell advertising men a great deal that would be helpful—they already know a great deal. But they haven't finished the checking and double-checking. And so they work along patiently and quietly for years, if need be, to find the proof they consider conclusive—before they put much into print. Wherefore, I doubt greatly whether it was a psychologist who introduced "the fourteen-year-old audience" to the world of advertising writers. In any case, I don't believe the writers got the whole story straight.

### Checking Up on Some Definitions

Kenneth Groesbeck follows the sentence I quoted with, "He omitted to state (if he knew it) that the *same person* may be eight years old in knowledge, and fifty-six in shrewdness and common sense. Talking baby talk to adults—inventionally or through carelessness or ignorance—is not exactly conducive to happy results."

Webster defines intelligence as "the faculty of understanding; the intellect; mental acuteness; sagacity; knowledge; particular or general information."

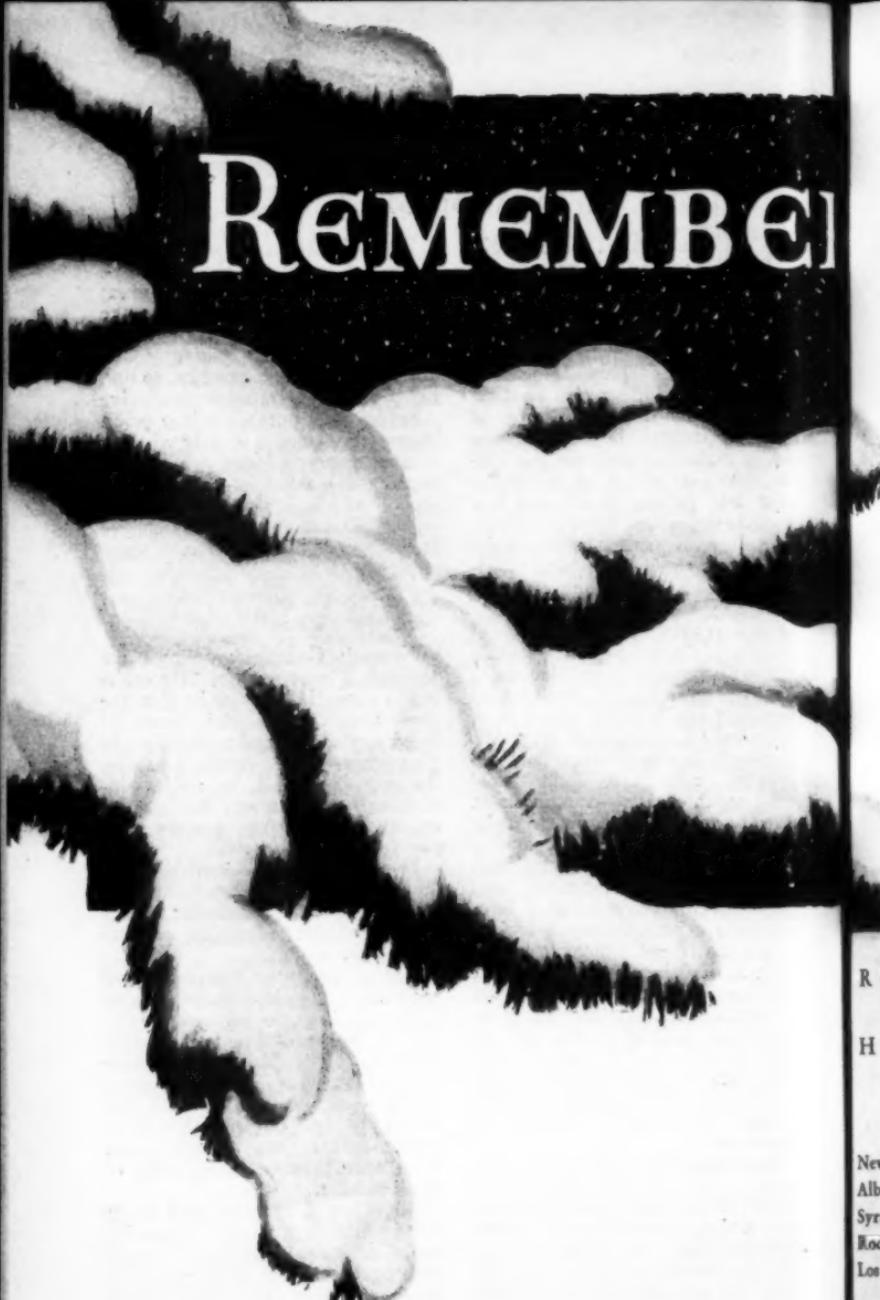
The psychologist describes (and measures) the intelligence of an individual in three dimensions. (1) The ability to make use of past experience. (2) The ability to take account of what is new or novel in the situation at hand. (3) The ability to see the situation as a whole, rather than to concentrate merely on some striking part of the situation.

Stop for a moment and apply this definition to a merchandising or advertising situation. Suppose your prospect is studying either your product or your advertisement and comparing it with your competitor's. Wouldn't you measure his intelligence somewhat similarly?

Mr. Groesbeck pictures a person

\* George Laflin Miller, Vice-President, Mark O'Dea & Company.

# REMEMBER



ROD

HEA

New York

Albany

Syracuse

Rochester

Los Angeles

Boston Ad

Albany

Syracuse

Los Angeles

# the MEANING of the SYMBOL

IT is with good reason that Evergreen is the symbol of Christmas . . . a sign that even the thickest ice and snow must give way . . . that, underneath, is the green of LIFE that will not be denied.

This Christmas, the depressing blanket is thinner. The chill of doubt is passing. The leaden clouds are breaking. Renewed life is bursting through.

The Evergreen symbol, this Christmas, truly fulfills its meaning . . . and the New Year holds high promise of returning hope and prosperity.

RODNEY E. BOONE ORGANIZATION

A UNIT OF

HEARST ADVERTISING SERVICE

REPRESENTING

#### DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

#### SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Timer  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

"eight years old in knowledge, and fifty-six in shrewdness and common sense." Which suggests that we check the definitions of *knowledge*, *shrewdness* and *common sense*.

Webster defines knowledge as "recognition; cognizance; familiarity from actual experience; acquaintance with fact; clear perception of facts." Am I justified in believing that Mr. Groesbeck intended some such meaning—plus education or schooling?

Shrewdness is given a rather negative primary definition by Webster—"biting; wily; cunning (also evil; wicked)." But since Mr. Groesbeck later in his article speaks of "shrewd advertising men," I assume he means the secondary definition of "clever in practical affairs; sharp-witted; keen."

It seems to me that it would be fair to take the various definitions of intelligence and knowledge—together with a part of the definition of shrewdness—and lump them together into what I will call "depth" of intelligence; then to take the remainder of the shrewdness definition and put it together with common sense—under the label of "breadth." Mr. Groesbeck is obviously contending that a person may go on expanding horizontally, after he has stopped growing vertically. The psychologists recognize this as a fact, as will be mentioned a little later.

The definition of common sense we would probably all agree on fairly closely. But—for the benefit of *shrewd* advertising men—I would like to introduce into this discussion of psychology, a definition given by a philosopher. Professor Joad of London University says: "The common sense of today is the petrified science of fifty years ago."

#### *The War Made Some Terms Familiar*

During the war, large numbers of enlisted men and officers were given "intelligence tests." It is quite likely that this led to the knowledge among advertising men of such terms as mental age, Intelligence Quotient, etc. And someone—whether psychologist or advertis-

ing man—told us, "Your average reader is mentally fourteen years old. You must write your advertising to a fourteen-year-old intelligence." Some have believed it and some have not. I suspect that those who believed it have profited more than those who did not. And I also suspect that the doubters have forgotten just how intelligent they were at the age of fourteen.

#### *The Origin of These Tests*

Apparently, the earliest intelligence tests—tests to determine the mental age of an individual—were attempted back in 1800. And it is interesting to know that they were started by those people—in England—who were responsible for the care of the feeble-minded. They recognized the fact that some of their charges were more intelligent than others—that there were degrees of feeble-mindedness. And in order to be more humane in their treatment, to safeguard the rights of their charges, and hoping to educate them to higher levels, they sought methods of determining the abilities of their patients.

Thus—if I may quickly point a moral and perhaps spoil a tale—the business of intelligence tests has a history of more than 125 years—which is considerably more than even the shrewdest practitioners can claim for modern advertising methods.

We all recognize that individuals do differ in intelligence—whether we contrast an Einstein with an imbecile (both are equally extraordinary phenomena)—or whether we compare our immediate friends one with another. The questions we need answers to are: How does intelligence distribute itself numerically? How sharp are the transitions and gradations? What is the average? How much of the population is near this average?

The psychologists recognized these differences between individuals. They recognized one further fact—and made it the basis of all modern tests: The intelligence of an individual shows a steady increase between infancy and maturity. Wherefore, the tests came to be

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based primarily on school children—apt subjects, available in large numbers, at the ages when the increases are most evident and easiest to measure.

At the start I want to make it clear that the children set the tests now in use. The psychologists did not set any arbitrary or abstract standards for each mental age. They found out what children of a given age could do and made that the standard. In other words, the five-year test is based on a study of children five years old and what the majority of five-year-olds are capable of. Against this majority standard, the individual child is measured.

In broadest terms, the psychologist endeavors to measure the individual—by as many different tests as possible—for sagacity, cleverness, mental alertness and general intelligence level. In short, and checking back to the definition originally given, he endeavors to measure an individual's ability to learn and to profit by past experience (or learning).

Intelligence must be measured by action or behavior; mind-reading is out of the question. Therefore, the psychologist attempts to get the widest possible sampling of the individual's behavior; his ability to concentrate his attention, to follow directions, to think—his ability to carry on abstract thinking, his judgment, the breadth of his knowledge.

With much experimentation, tests have now been built to measure the intelligence of an individual from infancy into maturity. (There are actually tests now devised for infants down to three months. But this is only a matter of passing interest in this present discussion.)

#### *What the Tests Really Show*

Accepting the method of building the tests, as outlined above, and granting that the psychologist can determine what the *average* five, eight, ten or fifteen-year-old is capable of—what do we find when the tests are used as measurements of the individual?

If the highest test a certain child

can pass successfully, is the eight-year test, that child is said to have a mental age of eight (or a Binet test age of eight). If that child is also eight years old by the calendar, he is obviously a normal child. His mental age and his chronological age are the same.

But if two children similarly succeed in passing the eight-year test—and one is found to be six years old by the calendar and the other ten, then obviously a difference in intelligence has been discovered. The six-year-old (chronologically) is far smarter for his years, than is the ten-year-old. In order to have a common denominator, by which to gauge the two children, the Intelligence Quotient (commonly known as the I.Q.) is used. To determine the I.Q., the mental age is divided by the chronological age. The result is usually expressed in percentages.

#### *How Measurements Are Found in Per Cent*

Thus the child that was eight years, mentally *and* chronologically, measures 100 per cent. His mental age divided by his chronological age is 1. He is called normal or average. The child with the eight-year mental age and the six-year calendar age (eight divided by six) measures 1.33 or 133 per cent. That child is obviously well above the average. Similarly the third child (eight divided by ten) measures .80 or 80 per cent and is obviously well below the average.

Now what have these tests shown? They have been given to thousands of school children and thousands of adults. They have been used in the Army. They have been used in college and business personnel work. They are used by a fair number of hard-boiled commercial firms.

They show that the age of maturity is somewhere around fourteen!

The Army tests averaged barely 13! These were made during the war, when men from all walks of life were in the army.

The psychologists are not yet in agreement as to the exact age of maturity of the intelligence. The average of their opinions is "be-

tween fourteen and sixteen." Some say 13 and one or two say 18. There is some evidence that tests will yet be devised which show a slight and continuing increase up to 22, 23 or 24. But the rate of increase is far slower (barely perceptible) after 14. It cannot yet be measured.

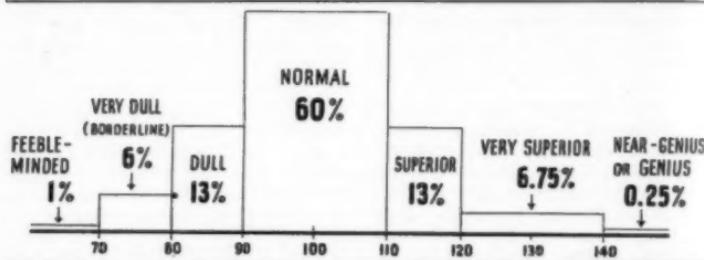
*By no tests is there any evidence that the average person is cleverer or more intelligent at 40 than he was at 16!*

May I repeat that the safest com-

able the individual to raise his I.Q.

And so we hark back to the *breadth* and *depth*, set up in Mr. Groesbeck's paragraph. Vertically—the *depth*—each individual appears to have his fixed limits of intelligence—and no amount of study will raise his intelligence level. And the greatest number of prospects for most advertised merchandise are found to have mental ages between 14 and 16.

Horizontally—the *breadth*—the



mon denominator is the I.Q.? The chart herewith is intended to indicate the distribution of intelligence numerically. (This is a composite chart of my own making—after studying those made by several authorities. In other words, it is not a *direct* steal.) This chart indicates the distribution of intelligence in terms of the I.Q. It is safely indicative of the population of the United States as a whole. Note that 60 per cent of the population is "normal"—with an additional 13 per cent close on each side of the normal.

An I.Q. of 110 indicates an average mental age of 16. Note that 80 per cent of the population is *below* this figure. 120 corresponds to a mental age of 19 or 20. Less than 1 per cent rate higher than 140—or a 20-year mental age. Geniuses get I.Q. ratings up to 212—the highest possible. But note that even this is barely twice the normal or average.

When the same individual is tested (in good health) at intervals of two or three years, his I.Q. rarely varies more than 5 per cent. In other words, the I.Q. is a fairly dependable predictor! And no amount of study will en-

evidence is that each individual has fixed limits, in direct proportion to his vertical limits. In other words, by conscious study and the accumulation of "common sense," a person may or may not succeed in padding himself out to his limitations. I have seen one chart which indicates the proportions of breadth to depth. Roughly, the potential breadth for an average person was barely 50 per cent greater than for a moron. But the potential breadth for a genius was more than double that for the average person.

It is the opinion of Old Aesop Glim that advertising men will do well to keep "the average fourteen-year-old-intelligence" well in mind—at all times. For most of the products through which we earn our bread and butter, there is the strongest possible evidence that we are talking to an audience which, though adult, has not increased in maturity of intelligence since the age of fourteen or sixteen.

But this does not in any way put me basically at variance with Kenneth Groesbeck's plea that we stop *talking down* to the public. I have a nephew, aged twelve chronologically, to whom I would hate to try talking baby talk.

The  
BUSINESS WEEK  
hasn't time  
to be "smart"  
and sophisticated  
. . . it is too busy  
being useful . . .  
*that's why it is  
so well read*



Courtesy of Victor R. Haveman

## Meet Joe Sludge

The Inside Story of an Unusual Photographic Presentation of an Advertising Character

By P. H. Erbes, Jr.

IT is wholly possible that in time mothers in the territory served by the Standard Oil Company (Indiana) will quiet their squalling young with an admonition that Joe Sludge will get them if they do not behave themselves. For Mr. Sludge, who makes periodical appearances in the advertisements for Iso-Vis "D" motor oil, not only makes the ogres and goblins of the fairy tales seem very tame indeed, but renders such modern demons as King Kong and Dracula at least faintly lovable. Mark it down as this writer's prediction that if one of the film companies ever succeeds in signing Joe away from Standard Oil, he will go far.

As an advertising character, it is Joe Sludge's role to personify the evils of the formation of sludge in automotive engines. Sludge is "that thick, gritty mixture of dirt, moisture and broken-down motor oil," and the primary sales point emphasized in the

Iso-Vis "D" copy is the anti-sludge characteristic of the oil. Joe, a sinister human form that seemingly consists of black, dripping slime, is depicted in terrifyingly life-like photographs wreaking havoc on motorists. In grim and brooding silence he is seen to gather hapless motor cars into his relentless oily grip.

The net effect of these photographic presences of our hero is a startling, though nightmarish, realism, and there can be little doubt of an unusual attention-getting and interpreting ability. In fact there has been considerable speculation in both professional advertising and lay circles as to how the illusions have been achieved and, in particular, who or what Joe Sludge is. Here, then, is the first exclusive biography (based on data passed along by Standard Oil) of Joseph Sludge, Esq.

Joe is the product of experimentation and evolution and repre-

sents three distinct incarnations. In his first stage he was a plaster of Paris figure, cast from a model sculptured in clay. This was covered with a composition of wax and oil to get the sludge effect. However, two difficulties presented themselves. The wax and oil displayed an annoying disposition to melt under the heat of the photographer's lamps. What was more serious, the plaster of Paris statue proved too immobile when photographed to give the desired effect of dynamic action. Joe was too stiff.

In the second incarnation Joe was a human being. This solved the problem of mobility, all right, but another difficulty arose. Plastering a man with a substance resembling sludge caused great physical discomfiture, while compositions not having this disagreeable feature did not give an appearance sufficiently like sludge.

Then came the third and final step. The sculptor simply made a clay statue approximately three feet high, but casts were eliminated. This took excellent care of the matter of securing an expressive mobility in the figure. If the resulting photograph seems too static, a deft slap pushes Joe into another and perhaps more suitable attitude. In like manner, the facial expression can be controlled to give varying effects, such as brutal and intent, brutal and furtive, and so on. A perfect simulation of sludge was discovered to be rubber cement sprayed black.

An important part, too, of the illustrations is the realism of the backgrounds against which Joe appears. This feature has been especially well developed in two recent advertisements in the winter series. One shows Joe towering many feet above a garage in the

midst of what seems to be a highly genuine blizzard. In the second he is stationed at the Michigan Avenue bridge in Chicago, looming large against the Wrigley Building in the background. It would be impossible to fake the background of this latter picture and both have a depth characteristic only of actual life photographs.

The snow which seems to be whirling through the air in a raging blizzard in these pictures is the result of opaque brown paint being spattered with a tooth brush over a thick glass placed on the negative as it was being developed. Instead of the usual eight-by-ten size negatives, a four-by-five size is used to accentuate the flakiness of the snow when it is enlarged. Plaster of Paris composes the snow lying in drifted heaps on the ground. This substance makes the deep-gutted ruts left by the automobiles in the scenes more realistic than cotton, salt and other common photographic substitutes for snow.

The background of the Wrigley building and environs in the Michigan bridge picture is actually a summer shot, with the snow super-imposed as described. The bridge itself is a model and the cars being way-laid by Joe are toys.

Some interesting ingenuity was used in getting the scene at the entrance of a motorist's garage. The garage is a model, the car is a toy, the realistic picket fence is a line of toothpicks, the snow-laden trees are sprigs covered with plaster of Paris and the massive drifts are of the same composition. Careful proportioning of the snow and the process of enlargement renders a depth and perspective that completes the illusion of a photograph of an actual scene.

### Young on "Sunset" Board

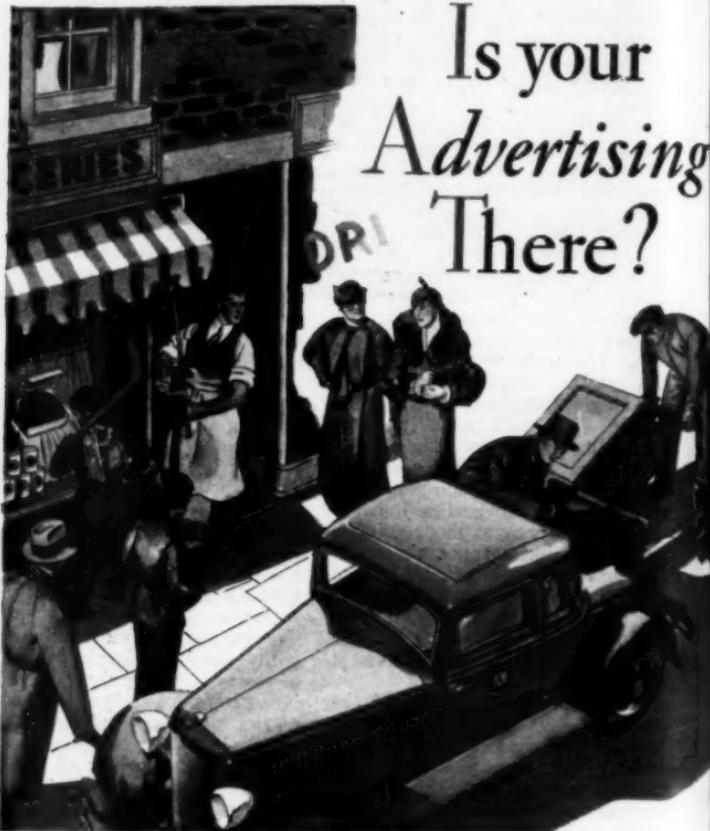
James W. Young has been elected a member of the board of directors of the Lane Publishing Company, San Francisco, which publishes *Sunset Magazine*. Mr. Young, for many years vice-president of the J. Walter Thompson Company, is professor of business history and advertising at the University of Chicago.

### New Norge Sales Unit

The Norge Corporation of New York has been organized with offices at 331 Madison Avenue, New York. M. Glenn O'Hara, in addition to his functions as Norge Eastern sales manager, will be president of the new corporation and A. D. McCaughna, formerly with the Budd Manufacturing Corporation, will act as general manager.

**YOUR GOODS ARE THERE...YOUR DEALERS ARE THERE**

# *Your Opportunity is There*



If your product is one that most families can use or enjoy . . . **Country Gentleman** should be of the first three magazines in your advertising plan.

Philadelphia

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HERE is a market with greater buying power than that of all cities of 100,000 and over in the country! Bigger than our entire foreign trade in any year. Buying power worth going after specifically.

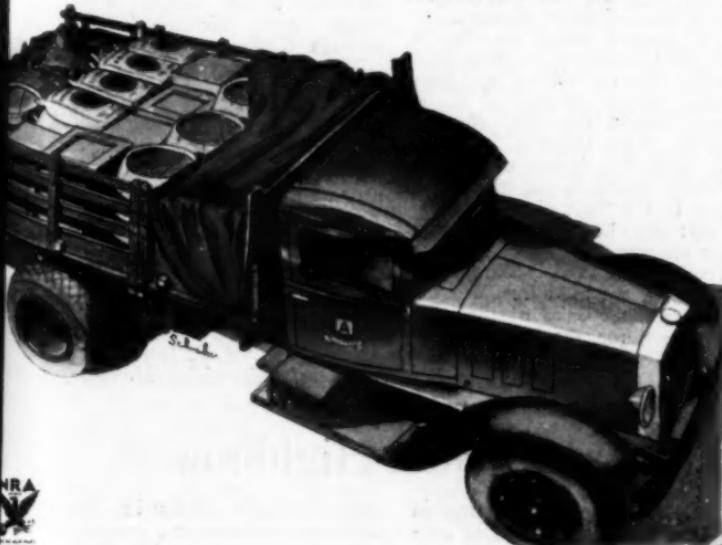
It is concentrated in those retail centers where people living in towns under 10,000 do their buying. It contributes 10 cents to every dollar of America's total retail volume.

For many national advertisers this still remains the biggest under-developed market in the domestic field. The annual wants and requirements of these people are an important opportunity for additional sales and profits—and most of the best customers look to *Country Gentleman* for information and advice.

*Country Gentleman* is edited expressly for the worth-while people in places under 10,000 population—the bankers, merchants, the better farmers, educators, professional men—their wives and families.

The way to influence this 40% of our national market is simple, economical, vividly clear. Use the basic sales-power of this one specific magazine. Advertise to the millions of *Country Gentleman* readers, the families who buy most and who do most to influence what other families buy. Eighty-six per cent of *Country Gentleman* families own automobiles; 70% own homes.

To use the power of twelve full-page advertisements in *Country Gentleman*—one full page every month for a year—costs only 3½ cents per family.



# COUNTRY GENTLEMAN

FAMILY COUNSELOR TO MORE THAN 5,750,000 PEOPLE

Key to 40% of National Sales Potential

The Curtis Publishing Company

Philadelphia • Boston • Chicago • Cleveland • Detroit • New York • San Francisco

# Jones Sausage and Alice

INTERNATIONAL SILVER COMPANY  
MERIDEN, CONN.

*Editor of PRINTERS' INK:*

Your editorial in this week's *PRINTERS' INK* commenting on the Governmental censoring of the Jones Dairy Farm advertising is one of the most interesting articles on the subject of advertising that I have read in many moons.

The episode proves that, despite the well-known Depression, life is becoming romantic and whimsical; for, surely, the Governmental censors could have derived the inspiration for their action and for the formulation of the reasons for that action only from "Alice in Wonderland." The solemn procedure of the Court of Cards in that classic was not half so funny as the arraignment of Jones sausage.

The censors failed to score a real point, however, in their declaration that not all the best pigs became Jones sausages. It is strange indeed that they did not point to Walt Disney's little pig who built his house of bricks. Certainly this little pig must rank as one of the "best pigs" and quite as certainly he never became a Jones sausage.

Truthfulness and accuracy in advertising, we all agree, are essential, for the sake of the consumer and for the sake of the continued effectiveness of advertising itself, and without doubt the

present pure food and drug regulations need jacking up and amending, but with the Government's attitude as manifested toward the Three Little Pigs—beg pardon, toward Jones sausage—it is little wonder that advertisers are far from being reassured by the oft-repeated declarations of the Tugwell-billers that their measure, should it become law, would catch only the naughty manufacturers and let the good little ones go free.

The Jones incident is likely to confirm many manufacturers in their belief that in the event that the Tugwell Bill becomes law, it would be unsafe for them to do more in their advertising than to show an illustration of their product, the only text to be exact specifications as to weight, breadth, height and thickness of the package shown.

That much text *would* be necessary to avoid the possibility that the picture alone might lead some innocent reader to believe that the tube of toothpaste was as big as a sewer pipe or the can of corn was a silo.

It does seem a bit drastic that the way to bring about reforms in advertising is by the "Off-with-His-Head" method. (Strange how that "Alice in Wonderland" story continues to run in one's head.)

S. F. JOHNSON,  
*General Advertising Manager.*

## Radio Goes Highbrow

RADIO listeners who complain that they can never get anything but jazz and crooners on their receiving sets, are going to have less to complain about this winter than ever.

Chesterfield is on the air with a series of fifteen-minute symphony shorts. Next comes Cadillac with a weekly series of full-hour recitals by a symphony orchestra under the general direction of Nathaniel Shilkret. Bruno Walter, Goos-

sens, Ormandy, Bodanzky, Damrosch and other guest conductors will be featured, with Heifitz, Menuhin, Lily Pons, Bori and Schipa among the guest artists to be featured.

And on Christmas Day Lucky Strike will start being host to opera lovers when the first of a series of fourteen broadcasts of performances at the Metropolitan Opera House will be heard. Milton J. Cross will act as narrator.

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# Finding Radio "Circulation"

Three Methods Are Used to Determine Station Coverage by Number of Listeners

INTERNATIONAL RADIO CORPORATION

ANN ARBOR, MICHIGAN

*Editor of Printers' Ink:*

What has been written on the subject of how advertising or, for that matter, broadcasting companies satisfy themselves as to the size of the listening audience?

What, in place of circulation figures do they use to estimate the number of people that the broadcast will reach? I realize that they get a certain amount of fan mail and that prize contests and "give aways" bring results, but do they have anything more tangible or anything very substantial in theory in estimating the size of the radio listening audience?

P. A. WARE,

*Sales Promotion Manager.*

**T**HREE are two distinct angles that must be kept in mind when considering the problem of determining radio coverage. One is the area which a station can cover. This potential coverage is entirely apart from actual number of listeners which a station may attract.

On potential coverage, according to Martin B. Campbell, general manager of WFAA, Dallas, the field intensity survey is the only accurate yardstick of measurement. It has nothing to do with a station's popularity. It simply shows where a station may be heard consistently.

Just how many sets in that area tune in on that station and when has always and still continues to present a neat problem for stations to figure out. The industry has set for itself the objective of developing an independent bureau, supported by stations, advertisers and agencies, to study radio coverage through signal strength measurements and popularity and listening habits through field surveys.

Pending establishment of such a

radio audit bureau, stations and sponsors depend upon surveys, usually conducted by services which make a specialty of such investigations, to estimate program popularity and size of audience.

There are three general types of estimates. One is made by visiting or telephoning a certain percentage of homes and asking them what programs were listened to the day before. No mention of program or station is made by the inquirer. This is the Crossley method.

A percentage ratio is worked out on the basis of replies and this ratio is applied to known figures on receiving sets in the territory. Government census figures on receiving sets are used, with an allowance for deduction because of obsolescence. To this net is added figures of new sets purchased.

All surveys are made on the percentage method. The advertiser gets a report on the percentage standing of his program. By applying this percentage to the number of receiving sets in the territory he gets an idea of the probable number of homes in which his program is being heard.

## *The Recall Method*

One type of estimate is the recall or coincidental method. Under this plan, homes are being telephoned to throughout the day. The person who answers the telephone call is asked if her radio is turned on at the time, and if so, what program is being listened to. A percentage ratio is worked out showing the popularity rating of programs and stations, and this percentage applied to sets in the area indicates how many people are being reached.

A third method is a compromise of the two types of survey described. Under the third plan, a house-to-house canvass is made. Trained investigators make the

calls and present a printed tabulation of all the programs on the air in that vicinity and people are asked to check off those to which they listen. The list is used so as to refresh the memory of the person being questioned and to make certain that some programs will not go unrecorded because of faulty memory.

Fan mail and requests for material offered by a sponsor both have some value in helping to determine the popularity of his program. They may even be used as an index to coverage. But, in the opinion of many, this is a less dependable way of measuring the size of an audience and advertisers are drifting away from its use for this purpose.

\* \* \*

One advertiser, by study, found that among readers of his printed advertising, one out of fifty made use of the coupon and sent this in as requested. He reasoned that, for want of a better way to judge his radio audience, they would respond in the same ratio at least. So he multiplies the number of letters that he gets by fifty and accepts this as a rough idea of the number who listen to his broadcasting.

Such a method, however, isn't reliable. First of all it compares two entirely different types of medium, makes no allowance for the placing of his program, and the influence of competing programs which are being presented on the air at the same time.

### Golf Paper Changes Name

*Midwest Golfer and Club Review* is the new name of *Chicago Golfer and Country Club Review*. The change has been made to correspond with a change in territory to be covered editorially.

Rollin I. Read is the new president of the Chicago Golfer Publishing Company, which owns the magazine. Other new officers are: Walter Goranson, first vice-president; Lester Hafemeister, second vice-president; and A. W. Hale, secretary-treasurer.

Joe G. Davis continues as editor. Howard R. Roberts has been appointed advertising manager.

### For Funeral Directors

Beginning February 1, the Standard Business Publishing Company, Inc., Chicago, will start publication of the *National Mortician*, which will be edited for the funeral directing business. Milton L. Samson is editor and business manager. K. H. Koach is national advertising manager.

### Craig Has Own Business

Walter Craig, for the last three years program director of the World Broadcasting System, has resigned to become an independent radio program producer. For the present his offices will be at 1 University Place, New York.

### Paul Block Advances Read

Ingram Read, a member of the Paul Block organization in San Francisco for the last two years, has been appointed manager of the San Francisco office.

### Represents "Nature"

*Nature Magazine*, Washington, D. C., has appointed Paul A. Meyers & Associates, Chicago, as its Western representative.

### Macfadden Changes in Detroit

Due to the intrusion of his duties as publisher of the *Automotive Daily News*, George M. Slocum has resigned as Detroit manager of Macfadden Publications, Inc. He will, however, continue his association with the Detroit office of *Liberty* in an advisory capacity.

J. R. Ostell has been appointed Detroit manager of *Liberty* and Herbert N. Williams as advertising representative of *Liberty* in the Michigan and Toledo territory.

Mr. Ostell has been associated with *Liberty* in the Detroit territory since 1931. Mr. Williams was Detroit representative of *Life*.

### "News-Bee" Advances Hopkins

Dan Hopkins has been appointed national advertising manager of the Toledo, Ohio, *News-Bee*, a Scripps-Howard newspaper. Before joining the *News-Bee* in 1926, he was with the Cleveland *Plain Dealer* for five years.

### Giles Leaves Blackman

Ray Giles, for many years with The Blackman Company, New York, as writer, head of the copy department, account executive and, since 1929 a partner, has resigned. He will announce his future plans early in the new year.

### With Kellogg and Tree

John M. Lloyd, for fourteen years in charge of publication work for the Society of Automotive Engineers, has become associated with Kellogg and Tree, New York, industrial sales promotion.

### Has Razor Account

Debette, Inc., Chicago, safety razors for women, has placed its advertising account with George J. Kirkgasser & Company, advertising agency of that city.

# The Comic Weekly



## *Announces*

Full Pages in 4 Colors

Back Cover      \$17,500

Inside Pages      \$16,000

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Half Pages      \$9,000

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The Comic Weekly, Puck, is distributed through the 17 great Hearst Sunday newspapers. Circulation more than 5,000,000.

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959 Eighth Avenue  
New York

Palmolive Building  
Chicago

# Advertising Is Capital Investment

To Make It Part of Production Cost, Therefore, Is Fallacy Which Defeats Its Ends

By A. Wineburgh

President, Carbon Products Company

SEVERAL months ago when there was a lot of discussion as to whether advertising should be included in the cost of the product for the purpose of establishing a minimum selling price, I wrote an article for *PRINTERS' INK* which created considerable interest.

The subject is an important one and one that should not be governed by selfish consideration, particularly since most of the proponents of the plan of including advertising in the cost of the product come from groups of manufacturers who do not use advertising.

I think that one reason why there has been some confusion about the discussion has been that we have not reduced the argument to simple fundamentals. I would like to reduce it to such simple terms as the story of two manufacturers, Smith and Jones.

Let us say that Smith and Jones started in business last year, each one with a capital of \$50,000. Both have worked hard and both have been reasonably successful.

Smith, by dint of hard work and progressive business policies, has been able in a year of comparatively bad business to break even. He still has his \$50,000, he has paid himself a reasonable salary and he has a going business.

Jones, however, has been a little better business man. In addition to paying all of his expenses and paying himself a nice salary, he managed to show a profit of \$10,000.

Now, Jones has decided that instead of putting that profit away some place where it will do nobody any good, instead of putting it in a sock or in a box under his bed, he wants to invest it in advertising. He has read the success stories of a number of large

companies and knows that many of them have succeeded because in the early stages of their careers every dollar of profits was plowed back into advertising.

Under a system of including advertising in the cost of products, Jones is being penalized because he is a more progressive business man than Smith. He is being forced to add a cent or more to the cost of each one of his products during the next year, whereas Smith, because he did not make a profit the year before, can therefore under-sell him.

The case is simple, to be sure, but it is basically what would happen in all sorts of industries.

### *Attitude of the Small Manufacturer*

Of course, the small manufacturer would like to have advertising included in the cost of the product. The small manufacturer, who isn't enterprising enough to grow to be a large manufacturer, wants to do everything he can to limit the advertising and penalize the advertising genius of his larger competitors.

Some months ago a group of manufacturers in an industry in which I am interested was preparing a code. Let me quote part of one of the sections:

"In order to effectuate the policy of the National Industrial Recovery Act, provision is made for a price differential permitting manufacturers, who are not large advertisers, to sell their products at a stated percentage under the prices of manufacturers who advertise more extensively, provided that no sales be permitted below actual cost. This is proposed as a means of eliminating discrimination against small enterprises, and as a safeguard against their exten-

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Yes, that was seriously written in 1933. However, let me quote still further to show just how foolish the small manufacturer can be when he really gets going. I quote:

"The following formula is to govern:

"(a) Manufacturers whose annual expenditures for advertising their products or businesses exceed \$250,000 per annum, shall adhere to the scale of minimum selling prices officially adopted by the executive committee.

"(b) Manufacturers whose annual expenditures for advertising their products or businesses exceed \$50,000 per annum but are less than \$250,000 shall at their option be permitted to sell at prices 5 per cent below the scale of prices officially adopted."

Further provision was made for manufacturers who were spending more than \$10,000 but less than \$50,000 for advertising to sell at prices 10 per cent below scale, while those who were spending less than \$10,000 for advertising were allowed to sell their products at 20 per cent below the scale.

Of course, this code never reached Washington, but what a tremendous penalty such an idea puts upon efficiently merchandised brands.

#### *Advertising, an Investment or Re-investment*

Advertising is first, last, and always an investment or re-investment of capital, and hence forever remains an item of capital investment or re-investment. It can therefore never be an item chargeable to the cost of production.

For example, some newcomer in the field wishes to manufacture and market an item of merchandise, be it canned soup, shoe polish, or any other commodity that requires an investment and co-operation on the part of the wholesaler and retailer. Then what happens?

He is told by both the wholesaler and retailer that it is necessary for him to create a demand for his particular product before they will consider handling it. This

is not an exception that proves the rule—it is the rule.

This marketing situation is just as acute with a well-known company when it undertakes to introduce a new product.

Up to this point, all items of expense belonging within the four walls of a factory have been included in the cost of production and are easily accounted for. The producing process being finished, nothing more can be properly added to the cost of production.

#### *After the Product Is Made*

And now the manufacturer has to create a demand for the product and that is an entirely different proposition from producing it. From now on he begins investing in the future for the good-will of his name or company and for the wider sale, acceptance and distribution of his product.

Therefore, the attempt to allocate to any given quantity of production a definite amount of advertising, whether in volume, or covering a definite period of time, is impossible; and for this reason, if for no other, advertising should be considered a capital investment and not an expense in the cost of production.

The inclusion of the investment in advertising with other expenses of marketing when determining costs (either for the development of a new product or promotion work in the sale of a product already established—perhaps extending the territory for the sale of it) would be penalizing enterprise and would throttle the growth of business.

To require the inclusion of advertising expense in determining cost would erect a barrier before a company which, convinced that times are right for business initiative, might be ready to spend large sums on advertising and sales work to rebuild anticipated sales volume. It would prevent new firms in the field from investing heavily in advertising to establish their sales at a level where operation might be profitable. It might even prevent the development of new products

or industries, with their potential influence upon business recovery.

This is because such a provision would require raising prices immediately high enough to cover all unusual advertising and sales expenses, while sound business practice would permit charging such expenses against future volume instead. The raising of prices at the very moment when advertising began might be sufficient to make the advertising useless.

Advertising makes possible production on a large scale and is of great benefit to the public. It has made possible the sale of the Ford automobile and others equally well-known at prices lower than would be possible today with a limited sale.

\* \* \*

### "Home & Field" Buys "House Beautiful"

*Home & Field*, one of the Hearst magazines, has purchased *House Beautiful* from the Atlantic Monthly Company, Boston, according to an announcement received from R. E. Berlin, general manager of the International Magazine Company.

The two magazines will be merged with the January, 1934, issue, as *House Beautiful* combined with *Home & Field*, with headquarters at 572 Madison Avenue, New York. Stewart Beach, editor of *Home & Field*, will remain as editor.

Both publications cover architecture, interior decoration, furnishing and gardening as these concern the interest of the home. *Home & Field* began publication in 1930. *House Beautiful* was founded in 1896.

### Market Research Group Elects

W. B. Ricketts, of Benton & Bowles, Inc., has been elected president of the Market Research Council for 1934, succeeding Archibald M. Crossley. Other officers elected are: Vice-president, George H. Gallup, of Young & Rubicam; secretary-treasurer, V. H. Pelz, of General Marketing Counselors, Inc., executive committee member, Carroll H. Rheinstrom, of *Liberty*. Mr. Crossley also remains a member of the executive committee as past president.

### Dwight M. Mills to Join Kenyon & Eckhardt

Dwight M. Mills has resigned as advertising manager of *Business Week*, New York, to become associated with Kenyon & Eckhardt, Inc., advertising agency of that city.

Going to almost the other extreme—from a product selling in dollars to a product sold in cents—the sale of Campbell's and other canned soups has made it possible for the public to buy them at low prices, receiving value that would not be possible without capital having been invested in marketing the product and increasing its sale. If advertising and marketing were included in determining the cost, it would not have been possible to develop this sale. Certainly it would not have been possible to have acquired a nation-wide sale and large volume without the investment of capital or the reinvestment of profits being put back into the enterprise, instead of being paid out in dividends.

### Heads New York Financial Group

William G. Rabe, vice-president, Manufacturers Trust Company, has been elected president of the New York Financial Advertisers.

Arthur de Bebian, second vice-president, Chase National Bank, was elected vice-president, and Edward F. Streeter, vice-president, Fifth Avenue Bank, was chosen second vice-president.

Miss Hilda Hoffman, Bowery Savings Bank, is the new secretary, and Donald G. Price, assistant treasurer, Franklin Savings Bank, is the new treasurer.

### Patterson Now Advertising Director, Cincinnati "Post"

Don D. Patterson is now advertising director of the Cincinnati *Post*. He has been associated with the Scripps-Howard Newspapers since November, 1931, first as a representative of the Chicago national advertising offices, next as national advertising manager of the Cincinnati *Post*. Previously he was account executive with the Chicago office of Lord & Thomas, and before that he was with the Curtis Publishing Company.

### H. J. Winsten Joins Esty

Harry J. Winsten, now with the H. E. Lesan Advertising Agency, Inc., New York, will become a member of the staff of William Esty & Company, Inc., advertising agency of that city, on January 1.

### Mathes Adds to Staff

Miss Lailah J. Cooper has joined the marketing division of J. M. Mathes, Inc., New York advertising agency. She was formerly with the General Electric Company, the Capper Publications and the J. Walter Thompson Company.

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# The Case for Cosmetics

Deny Them to Women and Women Will Have Them Anyway, via Bootlegging, Tugwell Committee Is Told

By Northam Warren\*

President, Northam Warren Corporation

THE turnover of cosmetics is a little uncertain, depending on the groups of any cosmetics; but, generally speaking, the turnover of our industry is about \$240,000,000; and the turnover of those two companies which were held up to public scorn yesterday, and whom we are as indignant over as any member of the public or Administration can be, represents exactly one-one-hundredth of 1 per cent of that amount.

That is a comparatively minor percentage of offenders. We think they should be driven out. We think products of that kind should be stamped out, and we want to offer the intelligent and sympathetic co-operation of our industry to that end.

But I would like to have the record clear as to the composition of the men who make up this industry. We may represent the lighter side of life as distinguished from the more serious side of drugs and foods; but, nevertheless, we have the same ideals that other gentlemen have who testified here, and we are trying to run a clean house; we are trying to build businesses that are permanent; and the best evidence that we are succeeding is that our Association is forty years old.

There is one other matter that was placed on the record. I do not want to reflect upon the professional standing or knowledge of the man that made the statement, but I am sure he will be fair enough to let me say this in rebuttal. He mentioned the fact that lard is put out in four-ounce packages with some perfume and sold at \$3 a jar. There are suits of clothes costing \$150 and automobiles costing \$10,000, and there are

all sorts of high-priced luxuries for people who have money with which to buy them; but in our industry by far the largest part of the face cream does not contain lard unsuitable to the face, and it is sold in packages ranging from 10 to 35 cents per package. It is sold in every country on the face of the globe. That is why the American manufacturers of cosmetics have been successful.

### *Ahead of All Nations*

When I entered this industry as a comparatively young man we stood fifth among the nations of the world in the production of this particular line of product. In the last fifteen years we have outstripped them all.

Take products like face cream and face powder compacts. They outstrip in volume the products of any other nation, not even excepting France or England or Germany. We are rather proud of the fact that when our people go to other places on the globe they find our products there.

There is one thing that I would like to say, and that is that if this were to be a general public health measure; and, as one speaker suggested yesterday, it was to be brought within the scope of this bill, the protection of the public from all sorts of household appliances, such as silver polishes and cleaners, then I should say that cosmetics should rightly be included in the bill.

My doubt about that is that I do not see where you are going to stop if you put cosmetics in, because they have not so much relation to public health as many other articles that are used in a person's daily life. Where are you going to draw the line between cosmetics,

\*A statement before the Senate Subcommittee hearing on the Tugwell Bill.

between furs, and between textiles, which constantly touch human skin; also cleansing compounds that are used by housewives every single day?

If the Department is going to embark upon a program which includes everything that a person may need in the home, the American home, as a speaker said yesterday, then it is undertaking an enormous task; and somewhere in deference to the taxpayers that job has got to stop.

In the first place, there is the difficulty of enforcing a rigid ban against some cosmetics that might be affected by this bill. We have just undertaken one social experiment and it has failed. Anything of this sort that attempts to legislate against people's private pet habits, the things that they like in their daily life, is apt to come a cropper. I want to show the difficulty that the Department may encounter. One of these instances is Russia. You all know of the experiment that is going on over there. The Government has been discouraging the use of luxuries. Every member of our Association has some experience in that regard. We have now a very large Polish business. Poland is a point of departure for toilet articles into Russia. Anybody going there will find what the conditions are. It is bootlegging.

Germany has been through the press bureau discouraging the use of cosmetics because of the fact that they do not seem to be associated with the serious purposes of the present regime. What is the result? I can testify that today the toilet articles business in Germany is excellent. The ban against cosmetics, not the ban but the discouraging propaganda put out, has only caused a determination on the part of the German women to use their favorite face powder or lipstick.

There is one other thought that will conclude the objections that have arisen in our minds, and that is the question of export. We lead the world in the export of toilet articles. We see a good business in that respect. It is not only good

business to have an American product above others in every field, but it also provides employment for hundreds of thousands of people.

We do not want to see, and I do not suppose it is within Dr. Campbell's plan, that this legislation shall be shaped in such a way that it is going to prevent the marketing of harmless products here which are still permitted in foreign countries, because the production in our line of business will then come to a stop.

#### *Attitude on Advertising*

I still maintain that we have a sympathetic attitude toward the purposes of this bill, and on one point particularly, and that is advertising. I have a deep sympathy for the people who are nervous about the effects on advertising. Our association comprises some of the largest advertisers in America. I have figures about it, but I do not think I will put them in the record, because I do not want to have it broadcast just how much we do spend. Nevertheless, it is a substantial amount.

But our advertising dollar is worth a little less today than it was some time ago, because we have to compete with fraudulent, false, misleading claims in connection with nostrums. I am not saying this as any reflection upon the publishing interests; they are our friends; but we do not believe that advertising as an economic force can ever reach its full value unless it is purified from some of the practices existing today. Pick up your favorite magazine and see if I am right.

If, in spite of these arguments, the committee still feels in its wisdom that cosmetics should be included within the scope of this legislation, then our association would like to see two or three simple amendments which will make it appear a little less hard in some of the administrative features and in some of the definitions upon our industry, without in any way affecting the high purposes which Dr. Campbell has in protecting the public health.

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# Doctors Set Up Advertising Rules for Food Products

A.M.A. Explains Copy Requirements and Tabus for Accepted Products

By Don Gridley

**A**N interesting document has just been issued by the Committee on Foods of the American Medical Association. It is somewhat cumbrously but descriptively labeled "General Committee Decisions on Foods and Food Advertising." Inasmuch as it lays down in uncompromising black and white the ideas of some of the big shots—if they don't object to being called that—of the A.M.A., it is worth reading as an idea of what the doctors think is good advertising.

At the beginning the committee describes the ideal label for foods. It says, "The container label of foods should conspicuously present such information as will properly inform the public of the true nature and quantity of the food within the package. A properly informative label lays the basis for good sound advertising, the only kind of advertising the public or the food industry can permit in its own interest."

The committee submits a sample label which is illustrated on this page.

The next point taken up by the helpful committee is good food advertising. This section, in three paragraphs, follows:

"Food advertising must be considered from the points of view of both the public and the food merchandiser. Sound advertising effectively serves the interests of both. The continued welfare of the food industry rests largely on the dedication of its advertising activities to the good of the public. It is essential therefore to define proper food advertising.

"Proper food advertising should use the common name of the food concerned, or in the case of a fanciful trade name should identify the ingredients in the order of their decreasing proportions in the prod-

uct. Such practice prevents deception. Any statement of the physical, chemical, nutritional or physiologic properties and values of the food should be truthful and expressed in simple common terms. Proper advertising is free from false implications. It does not create incorrect or improper inferences or comparisons between foods. It attempts to promote sales solely on the merits of the food article itself.

"Good food advertising harmonizes with established authoritative

## IDEAL LABEL FOR FOODS

(Skeleton outline for main panel faces.)

### COMMON NAME OF FOOD

\*(Statement of added minor ingredients.) Example:

### RICE FLAKES

\*(Flavored with sugar, malt and salt.)

—OR—

### FANCIFUL TRADE NAME

\*(Descriptive statement identifying ingredients.) Example:

### BLACO

\*(Sugar, dried fruit, eggs and milk.)

### ADDITIONAL INFORMATION OF A

### SPECIAL CHARACTER

### NET CONTENTS

### NAME OF MANUFACTURER, PACKER OR

### DISTRIBUTOR

\*Note: Ingredients arranged in order of decreasing proportions.

knowledge popularly expressed. Meritorious foods require no exaggerated, false, misleading claims. The inferior food with alleged fictitious values requires gross superlatives and exaggerations, and flamboyant, vague and mysterious claims. Good advertising discusses nutritional values but avoids specific health claims; it recognizes that health depends on the diet as a whole and on many factors other than foods and not on any one food brand nor any one type of food."

Incidentally, it might be a salutary exercise for some manufacturers to read the foregoing paragraphs several times and then perhaps paste it up in the offices of their advertising agencies.

In discussing superlative and comparative claims, the committee points out that it will not object to such claims without specific scientific or technical significance which are "overtly recognizable as without definite meaning provided they are not deceptive or misleading." It suggests "one of the best" instead of "the best" and similar phrases in cases where there is no scientific backing for specific superlative claims.

The committee definitely objects to claims which imply "for the food advertised the merits of something more valuable (such as milk) with which it may be admixed for use." It points out that "these claims are so constructed grammatically as to connect the stated values with the advertised food, whereas such values in large part are provided by the other products of the mixture."

#### *Limitations on Testimonials*

The committee is curt and inclusive on testimonials. It says:

"Testimonials of a *health*, medicinal or therapeutic character, or with such implication, in food advertising by persons unqualified to express a scientific authoritative opinion or judgment on the subject of the testimonial are misleading or deceptive and are not permissible. Testimonials accompanied by the writer's name and used with his permission will be considered as to

their acceptability in individual instances."

Discussing analytic statements the committee says that these "shall be expressed in such terms as will enable correct technical and popular interpretation and be properly and truthfully informative." It adds, "analytic statements in advertising shall be simply and correctly informative and shall neither directly nor by connotation confuse or mislead those not specially informed in technical or scientific knowledge."

#### *Use of Doctors' Names on Foods*

These leaders of the A.M.A. don't like to see doctors' names used as integral parts of the names of foods. They say, "Names of foods including the academic titles *Doctor* or *M. D.* accompanied or unaccompanied by the name of a person lend themselves to misleading or deceptive advertising of a medicinal, *quasi*-medicinal or therapeutic character and are not permissible."

The committee also frowns upon vague claims of recommendation, approval or use by physicians, health or medical authorities, nurses, dietitians, hospitals and sanitaria. In other words, its members don't care for such a phrase as "recommended by doctors everywhere."

Nor does the committee much care for such claims as "clinical experience with the product has demonstrated its efficiency."

It will not permit sleep-inducing claims for specific food beverages because "of their misleading character implying the possession of unique *sleep inducing* properties by the specific individual foods and because they lead to grossly deceptive advertising practices. No objection is taken to statements averring the relaxation value of hot drinks at bedtime for inducing sleep and accompanied by recommendation for the particular food drink for this purpose."

Exception is taken to the term "*health food* and equivalent claims or statements to the effect that a food gives or assures *health*." The



BILL LENGEL  
James Montgomery Flagg

Liberty Publishing Corp.  
announces the appointment of

**WM. C. LENGEL**  
as Associate Editor  
of Liberty Magazine

*Mr. Lengel was formerly  
Associate Editor of  
Cosmopolitan*

committee recommends the use of the word "wholesome" instead of "healthful" because the latter implies an active health-building quality while the former implies that a food is sound, clean, fit for consumption and free from any objectionable qualities.

It stipulates definitely that indefinite or general vitamin claims are vague, not informative and misleading, and do not permit a distinction between foods as sources of the respective vitamins.

"Vitamin claims shall stipulate the specific vitamin or vitamins present," says the committee. "Vitamins present in a food in insufficient quantity to contribute in any significant manner to the respective vitamin values of the diet do not warrant mention. It is desirable that warranted vitamin claims be expressed in appropriate terms indicative of the relative potency of the food as a source of the vitamins in the dietary schedule. Foods may be considered relatively as fair, good and excellent or rich sources of vitamins."

The committee does not care much for the terms "balanced" and "scientifically balanced" because of their vagueness in meaning, their usual lack of support by fact and their ability to be misleading. It says, therefore, "the term *balanced* shall be used only in properly informative statements where its meaning is plainly evident and free of misleading implications."

#### Doctors and Questionnaires

The section on questionnaire advertising is an interesting evidence that the doctors have caught on to one of the favorite tricks of certain advertisers. This section reads as follows:

"Questionnaires addressed to physicians, to members of other professional groups, or to non-professional individuals by food manufacturers or their agents, in most instances, do not elicit information of scientific consequence or significance. Questionnaires are of scientific value only when motivated by a sincere desire for truth or unbiased expert opinion rather than

by self-centered interests or personal gain and the persons participating are carefully selected and represent those who are scientifically and otherwise qualified to express an unbiased thoroughly scientific opinion in keeping with established knowledge. In all cases, replies to questionnaires will be perfunctory and of little significance unless the replies are from persons whose critique and judgment are entitled to respect.

"The use of questionnaires for obtaining information and data from the profession or the public for advertising purposes is to be discouraged. Such information and data are given undue and unwarranted importance and significance by the public, are misunderstood as to their real value and worth, and therefore are misinformative and misleading."

The committee will not allow claims that mastication of specific foods keeps the teeth and gums clean and healthy, it insists that the term "sterile," "sterilized" and "sterilization" shall be used correctly, nor will it allow the claim that gelatin increases the digestibility of milk or milk products.

It is obvious from a study of the document, "General Committee Decisions on Foods and Food Advertising," that the big shots—we again ask pardon for using the term—of the A.M.A. have pretty definite ideas of what food advertising should be like. Furthermore, it is equally obvious that many of these ideas are being violated every day.

The layman, outside the food business, cannot help but feel that there is much to be said for the viewpoint of the doctors but that, on the other hand, some of the rulings seem to be arbitrary and based rather on opinion than definite scientific fact.

It is all well and good for the doctors to protect the public, but when they use their positions as an opportunity to foist pet theories upon the public, they are on debatable ground.

On the whole, however, in its report the committee has conducted itself admirably and has laid down excellent standards.

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# Sales Aids for Men in the Field

Analysis of Present-Day Practice of Companies Selling to the Trade

**M**ANUFACTURERS today are forced to scan as never before every step of selling procedure. It is in the distribution department of business that savings will be made if anywhere. This article reprinted by permission from "Sales Management Today," a book recently published by the Sears Publishing Company, will serve as a starting place in any review of company procedure relative to salesmen's equipment to sell.

By J. Russell Doubman

Associate Professor of Merchandising, Wharton School of Commerce,  
University of Pennsylvania

**A**SALESMAN today has a carefully thought out equipment and every piece of literature and every material thing which he carries is meant to serve some definite selling purpose. This is certainly in accordance with good merchandising policy.

In order to explain this development, sales equipment should be divided into four categories. It has been widely recognized for some time that a sale has a four-fold development and that in analyzing a sale it is well to discuss it from the standpoint of the factors of pre-approach, approach, demonstration, and close.

If a sales manager is directing a number of men, the first thing he will ordinarily do, when a man is selected to sell, will be to give him a series of prospect cards which contain information concerning the individuals upon whom he will call. Many concerns have a complete list of this kind, and the information is fairly divided. Thus, a man going into a field gets a picture of his prospects before he meets them.

In most cases, before a salesman starts on his rounds, he plans his itinerary, sends advance postals or letters giving the time of his visit, and if he depends upon the trade coming to view his samples, he will tell the place of his stay. Such advance cards are used in an effort to dignify the visit of the salesman, to emphasize the name

of his company, and at the same time to act as a time-saver for him.

The advance card serves as an advertising medium for the company. A picture of the factory, some pertinent sales point, or an advertising message, are the things which are usually put upon this effective piece of direct-mail advertising, if we may consider it in this category. The card, of course, should be changed just as an advertisement should be changed. These cards should have attention value and interest in them.

## *Advance Planning on High-Price Item*

In cases where the product involves the expenditure of a large amount of money, the methods which are used take more time and are more carefully planned. There has been a tendency recently on the part of several companies to have a traveling sales demonstration which is in the nature of an automobile trailer. This trailer is fitted up as a showroom and may be used either for the trade or for showing goods to the public. The Enna Jettick Shoe Company has put a display room on wheels in this fashion. It will also be noted that regular sales, instructions, and sample rooms are being put upon wheels.

Naturally, when the salesman actually contacts the buyer, there seems to be very little opportunity

for the use of equipment. This is the stage of a sale wherein impressions are formed, and a salesman should be well versed in matters of personal etiquette and appearance, for these matters frequently are the determining ones in securing the right to present the product.

Each product presents a study in itself. The individual who is presenting that product must understand the people and attempt to reach them in the best possible manner. It seems that an understanding of how to create the correct impression, a good hearty handshake, tact, and confidence born of a thorough understanding of the thing the salesman is to sell, are absolute essentials at this stage. This is not physical equipment, but rather mental equipment; nevertheless, it seems to be just as important as many of the physical things.

Any material which is used directly by the salesman in presenting his product to the buyer for consideration comes under the category of demonstration equipment. The immediate material for use, therefore, would include, among other things, any trunks or cases which the salesman might use for purposes of displaying samples, photographs, models, portfolios of varying sorts, projectors for lantern slides, or moving pictures, catalogs, books of instruction and other equally valuable material.

It is quite impossible to generalize upon the nature of all equipment which is to be used in making the sale, but insofar as it can be generalized, there are certain things which it is well to remember.

#### *Material Should Reflect Quality of Product*

First, the quality and appearance of the material which is used in sample or portfolio form should be in keeping with the quality of the product. Second, all cases and material should be as compact as possible and should contain as broad a line of products as can possibly be used to fit in with the sales talk. Third, the attention

value of the line should be balanced with its conveniences and its quality of protecting the goods. It must be convenient, easily carried, and possess a full display value. This holds good for practically all material which is used in this particular part of sales work.

Handling the sample trunks of a sales manager for one of our large Eastern concerns on a trip through the Middle West is bound to give experiences which make one realize the difficulty in handling trunks and keeping a sales line intact.

#### *Some Items Do Not Need Display*

In the case of the material which was being displayed, much of it needed no display, for it was standardized material, and the buyers were well acquainted with the properties. This took the attention of the buyer from some of the novelty goods which the concern was trying to get across. As a matter of fact, after a considerable period, it was decided to cut the sample line from three trunks to two, and the same amount of business was secured. Standard items with which buyers were familiar were eliminated. The concern was thus saved expense. The necessity of opening and closing the line with the attendant expenditure of time and effort was likewise saved.

It has been found advisable for those compelled to use hotel rooms in which to display their equipment to carry a setting of some sort with them. The Bigelow Sanford Carpet Company has a display case which actually gives a setting for their products. Buyers are prone to be influenced by surroundings, just as people are prone to like pleasant stage settings when they go to the theater.

Getting buyers to come to showings in hotel rooms or, in the case of consumers, getting them to come to the salesroom, is a difficult problem. One automobile agency in New York successfully used tickets of admission to its salesrooms. The tickets carried weight because they were made to resemble theater tickets and, as such,

# 8th in Electric Refrigerator Sales

According to the National Electric Refrigeration Bureau, Kentucky ranked eighth among the forty-eight States of the Nation in sales of electric refrigerators for the first nine months of this year.

Sales in this State amounted to 13,712 units, or 176.4 per cent of the quota for the year. The sales for the Nation totaled 137.6 per cent of the quota for the year.

This section offers a market not only for electric refrigerators, but also for every other type of merchandise. Here in Kentucky automobile registrations are 204 per cent over September a year ago, and bank debits and other indices attest the sound condition of this market, which can be reached and sold at one low cost through a single medium—

## The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. -:- Audit Bureau of Circulations  
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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# Here is REAL NEWS

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## RADIOLAND . . .

—the Fawcett MAGAZINE OF THE AIR—has  
been added to FAWCETT WOMEN'S GROUP!

FWG recognizes the necessity that 1934 advertising dollars do DOUBLE DUTY . . . we have anticipated this need by revising the Group to include RADIOLAND, and now make 1934's outstanding advertising offer. A half billion dollar market that can be reached for the phenomenally low cost of

## \$1.30 PER PAGE PER THOUSAND

"EFFECTIVE, economical advertising is a device for reaching the largest number of prospects at the lowest possible cost" . . . and Fawcett Women's Group does just that. It now reaches a market of 1,300,000 women who average 25 years of age and spend more than a half billion dollars yearly; 96.13% of them volun-

**GUARANTEE  
1,300,000**  
•  
**PAGE RATE**

*Black White*

**\$1,700**

*Available Until March 1, 1934*

tarily express their preference for Fawcett Women's Group on the nation's newsstands. And what spenders! What response to advertising as evidenced by comparative low inquiry costs (advertisers' names on request) . . . that's why Fawcett Women's Group has forged ahead with lineage and circulation increases each month of 1933.

# \$1.30

PER PAGE  
PER  
THOUSAND

## THINK OF IT!

—the lowest page rate per thousand of any women's magazine or group of magazines of a million circulation or more. 1,300,000 of the best young buyers in America—a self-selected group of girls and young women who spend over \$544,000,000.00 annually for their own personal, feminine needs, and influence household purchases

amounting to millions more . . . they are now available to you at this bargain rate of \$1.30 per page per thousand. Do you wonder that smart advertisers are flocking to "load up" on this opportunity? Better check with us right away . . . we'll be glad to give you all the facts and figures. Call our nearest office.

## Fawcett Women's New Group

FAWCETT PUBLICATIONS, Inc.



CHICAGO  
919 N. Michigan Ave.

NEW YORK  
52 Vanderbilt Ave.

MINNEAPOLIS  
529 S. Seventh St.

LOS ANGELES  
968 Bendix Bldg.

SAN FRANCISCO  
1625 Russ Bldg.

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In Detroit . . . The Trend Is To The Times

# Sunday Leadership

... In Circulation!

... In Retail, General and Total Display Linage!

The A.B.C. reports and publishers statements show The Detroit Sunday Times enjoys circulation supremacy!

Media Records prove that The Detroit Times also enjoys leadership in Sunday retail, general and total display linage for 1933!

The December 10th issue of The Detroit Times carried the greatest volume of regular retail linage in the history of The Detroit Sunday Times!

. . . and incidentally this issue contained MORE retail linage than was published in the other two Detroit newspapers COMBINED on the same date.

Further evidence that The Detroit Times should be considered a "MUST" on all national advertising schedules to be released in Detroit.

# DETROIT TIMES

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

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seemed psychologically to have value to the possessor. This idea may be used for those who wish to get attendance at exhibits of most any kind.

There is certainly no end to the possibilities of using sample cases. First, there are working models put up in miniature form. Bridges, trunks, tractors, cars, drills, and grab buckets may be carried about in a small space. These models appeal to the average mind, too, because they are so much like the original, and are at the same time toy-like. Just think of the Christmas trains and the joy they give to the elders to show the appeal of such miniature working models. So do not assume that your product necessitates a different demonstration. Practically all products may be shown in some tangible way.

#### *Use of Sample Kits*

Next, sample kits of varying forms are available each of which aims to make the presentation of the goods easier for the salesman by having the product directly at hand. This idea of having a line ready to open so that a glance will give the busy buyer the whole line is paramount in producing these cases.

As to what procedure to follow with respect to sample cases placed in the hands of salesmen, there is much dispute. Should the company charge the salesman for the case and contents? Much depends upon the type of salesmen employed and the product itself. For example, the practice of placing certain restrictions in a salesman's contract with respect to the return of the case is now quite common. Where a concern has a written contract, it is usually selling a type of product which requires that the salesman should make a money deposit on his samples.

On the other hand, door to door salesmen in companies having a high turnover are usually required to buy their sample kit at a very low price, and the amount is rebated after a certain quantity of goods has been sold, or after the man has been with the company

for a certain length of time. In other cases, a charge may be made against the salesman's account, and his account may be credited when the case is returned.

Naturally, in cases where a varied line must be carried and where it is possible to make distinct photographs of the product on individual sheets, or to put them in catalog form, this equipment seems to answer the problem of avoiding bulky samples. Recently, concerns have sold china, flower bulbs, jewelry, and even candy in this way. The last-mentioned concern found that few buyers tasted the products purchased, but were more interested in the package or the sales helps offered. For this reason, the company produced a series of pictures and placed them in a folder. The four-color process used in producing the pictures was expensive but extremely effective.

There has been a tendency recently to call manuals used in selling, portfolios. The reason for this is obvious; the book is really both a manual and a portfolio in one cover. It contains instructions and proof of sales statements, and is thus serving two purposes. Such portfolios contain information as to sales helps available, advertising material to be used during a certain period of time so that the dealer knows what help he may expect.

#### *Some Special Types of Portfolios*

Letter portfolios giving testimonial letters or articles concerning the product in question, available information about the product, or pictures illustrating uses may also be used.

Easel type portfolios for use by the salesman to be used as a guide to his sales story have been used by Delco Light Company and other companies for use in conjunction with a demonstration of the physical equipment. Portfolios which are folded so as to fit into the pocket and which are used to clinch points to the prospect are employed by the Burroughs Adding Machine Company with success.

A composite portfolio used by

salesmen and including advance advertising information, as well as letters and sales helps, is used by the Old Company's Lehigh of the Lehigh Coal and Navigation Company or by the Kraft-Phenix Company, producer of cheese and other allied products.

Still and motion pictures are now used to train salesmen. This is a part of visual education and the program it suggests. Aside from this use, still, motion, and talking pictures are also being used extensively for demonstration purposes. The talking pictures require a portable set which is quite expensive and is only used where retailers or prospects in large numbers are present. The films, too, make it financially difficult to show them too frequently.

The still pictures, however, are being used by salesmen in actually selling, talking before groups of all kinds, educating dealers or jobbers, and in general, for sales purposes. The projectors being used for this purpose are easily carried about by the salesman himself. The machines now use films and are easily operated. They enable the prospect to visualize, and they make a logical story necessary on the part of the salesman. They cover all items of manufacture as well as sales. Eye and ear selling are thus combined, and concentrate the attention of the person being sold.

While the talkie is not yet ready for use by individual salesmen because of the difficulty of carrying, it is only a question of a short time before a portable set convenient for such use will be made.

Many managers have been faced with the problem of setting up dis-

plays either at permanent showrooms or at conventions. When one considers the various shows, it is easy to attend a few and get general ideas. Miniature models are always good; the surroundings should be made as natural as possible; the illumination should be carefully checked for brightness and effect. Wherever possible, motion should be used. Moving machines get more interest than still ones. Then, wherever possible, have people around the exhibit, either working, showing skill in the use of the product, dispensing literature, or offering help.

The material used in closing a sale is of a very simple nature. Promotional material which is to be left with the prospect or buyer has been prepared before, and is merely given away. The technique of taking an order or memorandum of the sale is a matter of making out a report.

The real reason for the great amount of attention being paid to sales helps is in order to carry on sales effort under the best possible circumstances. Goods well displayed and featured lines emphasized make a lucid explanation comparatively easy for the salesman. Proper sales aids allow the product to be displayed to advantage, but it is also necessary to have the sales force thoroughly instructed in sales principles. The results of such well-planned displays are: The saving of time effected in presenting the sale; the presentation of a well-thought-out and logical sales story to go with the material; the increased chance of closing the sale, and the definite ideas about the product which are left in the mind of the bearer.

\* \* \*

### Philadelphia Club Appoints

Frances M. Suarez, advertising manager of the Philadelphia Quartz Company, has been appointed to the board of the Philadelphia Club of Advertising Women to fill the unexpired term of Margaret Lukes, resigned.

### Death of L. S. Mattison

Lawrence S. Mattison, manager of the Mattison Advertising Company, Raleigh, N. C., died at that city recently.

### Directs Dustop Sales

James L. Elwood has been appointed sales manager for "Dustop" glass wool air filters for the Owens-Illinois Glass Company, Toledo. He has been sales manager of "Dustop" filters for the Toledo zone.

### Has Liquor Account

New York Distillers, Inc., Brooklyn, N. Y., has appointed Birmingham, Castleman & Pierce, Inc., New York, to handle its advertising.

# Consumer Research Is Pet Hate of This Householder

He Is Mad Through and Through, Cares Not Who Knows It, and Gives His Reasons

By John Dough

I AM a rank outsider—an outlander—a poor, uninitiated orphan who has never gotten any nearer to the advertising profession than the painted room of the old Press Club on Forty-sixth Street. And yet I do not feel that these words are being wasted, because I am the most important person in this cock-eyed world to all people who are engaged in advertising in any capacity.

## I am the Ultimate Consumer.

When I am pleased with the way manufacturers present their products in magazines and newspapers, wheels whir in a hundred thousand factories, men toil in eight-hour shifts, business booms—merchandise moves.

But when I put my dimes and quarters into a sock instead of socking them down on a counter, it's just too darn depressing for anything; clients develop caution-complexes and everybody has those big, bad blues.

So perhaps you will bear with me while I suggest a way in which advertising men can save a lot of time and trouble and good minted money in their contact with consumers.

Here it is: Will you please lead the Consumer Survey (sometimes called the Market Investigation) out into the hallway and shove it down the nearest elevator shaft?

Thank you! A hundred and twenty million men and women thank you! Between ourselves, I do not believe that you are going to miss the C S one-half of 1 per cent as much as you think you will!

Here's the way the late lamented worked out our way.

The doorbell rings and (the Dough household being modishly maidless) my wife answers it.

A horn-rimmed young person of earnest aspect thereupon presents

himself and wants to know what kind of canned asparagus we consume and why.

Now, honestly, isn't that one helluva question to ask a woman when the boy from Butler's is at the back door, the lima beans are about to boil over on the G-E range, the phone is ringing in the bedroom and the baby is bawling its head off in what we quaintly call the nursery?

Of course Mrs. Dough, being well bred and brought up, graciously names the brand we generally buy and gives the first inane reason for her preference that comes into her pretty and pre-occupied head.

In due course, your field-worker goes back to his agency and reports the priceless piece of economic information that Mrs. John Dough of Newfield Avenue, Stamford, Conn., uses Goldengreen Asparagus because "my friends all pronounce it delicious with vinaigrette dressing" or "my little girl seems to thrive on Goldengreen."

And what a big help *that* is!

The truth is that there are only two possible real reasons why we happen to have Goldengreen Asparagus on our pantry shelves.

1. Because the local A & P has had a "special" this morning of "2 Tall Cans for 39 cents."

2. Because some alert advertising agents have done a superlatively good job.

Some lad with the golden gift of words has, time and time again, whisked Mrs. Dough to an asparagus farm three thousand miles away! Reading his words she has seen the tender green shoots sparkle with cool dew as the life-giving California sun rose from behind purple hills to flood the fertile valley with moulten gold; she has visited bright, white kitchens where

gleaming copper kettles seethed with the fascinating fragrance of fresh asparagus; she has stood elbow to elbow with rosy-cheeked maidens in immaculate uniforms while they sealed the tempting, toothsome tips in shining tin.

And some other man, with a keen appreciation of Art, and an appetite to match, has produced pictures you can *taste*—over and over again, month after month, year in and year out.

Advertising such as this has achieved the ultimate end of all printed publicity. It has done more than create mere sales—it has created a customer.

\* \* \*

After having had an average of three evenings a month ruined by persistent young people who Wanted to Know, I got myself all excited over this Consumer Research.

"Come, come!" I said to myself, "come to think of it these men that run advertising agencies are consumers themselves! Let's put the shoe on the other foot and ask some questions of our own. It will jolly well serve them right, the old so-and-sos!"

So I looked up a friend who knew a fellow who was Something Important in an up-and-coming agency and thither I repaired.

I met and interviewed a dozen men and women including contact men, copy and art men, a research woman, an executive, a couple of secretaries and a fair sprinkling of vice-presidents in charge.

\* \* \*

### Heads Exhibitors Committee

The following officers have been elected to serve in 1934 by the Exhibitors Committee Industrial and Power Shows, Inc., New York: President, E. J. Billings; The Babcox & Wilcox Company, New York; vice-president, L. W. Shugg, General Electric Company, Schenectady, N. Y.; secretary, F. C. Kerns, The Texas Company, New York; treasurer, J. P. Ferguson, Reading-Pratt & Cady Company, Inc., Bridgeport, and, executive secretary, W. A. Hemming, Exhibitors Committee.

### Now on WKBF Staff

John H. Stilwill, formerly national advertising representative for station WNAX, has joined Station WKBF, Indianapolis. He was at one time with Doremus & Company, San Francisco.

I found them all most affable and charming people, far above average intelligence and eager to co-operate in every way.

The Executive used his particular brand of toothpaste because "he liked the taste of it"—which struck me as a silly sort of reason for him to give.

The research woman bought a certain kind of coffee for the good reason that her husband liked it. One contact man seemed to have no marked preference for any product with the possible exception of Johnny Walker Red Label. Neither secretary ever bought stockings by name but both were enthusiastic over their respective brands of cold cream because they "liked them better and they weren't greasy"—obviously absurd reasons for selecting products composed almost entirely of greases.

None of the seven men knew what brand of shirt he was wearing and only three knew what kind of batteries were under the floorboards in their cars. No one, man or woman, could give any reason whatever why they preferred their pet cigarettes except "taste."

A grand collection of goose eggs so far as information was concerned and yet, without their knowledge or consent, good copy and good art had implanted in these very superior people strong preferences for certain specific products.

So there you are. Save your survey money and buy the wife a new mink coat or a couple of Cadillacs.

### Changing Name to "Serenade"

*Serenade*, the new title of the *Illustrated Love Magazine*, New York, a Tower publication, will appear for the first time on the February issue. It will be used with the former title as a sub-head until readers are familiar with the change. Miss Ruth Raphael is the newly appointed editor of *Serenade*. She was formerly with Harper Brothers and more recently was associate editor of *Cosmopolitan Book Corporation*.

### Spitzer Again with W & H

Silas Spitzer has returned to Weber & Heilbroner, New York, in charge of advertising and publicity. He left Weber & Heilbroner some time ago to join Riegel & Leffingwell, Inc., New York advertising agency.

PITTSBURGH, AMERICA'S FIFTH MARKET

182.81

*North, South, East and West*  
IN 31,416 SQUARE MILES  
**THE GREATEST FAMILY COVERAGE**  
**OF ANY PITTSBURGH NEWSPAPER**  
*is Attained Only by the*  
**SUNDAY SUN-TELEGRAPH**

During the first 11 months of 1933 the Sunday Sun-Telegraph published 47.8% MORE Automotive lineage and 146.4% MORE National Display lineage than its Sunday competitor. And in November it published 239.3% MORE Automotive lineage and 182.8% MORE National Display lineage than the other Pittsburgh Sunday newspaper! Unquestionably your advertising calendar of "MUST" schedules will be headed with the Sunday Sun-Telegraph in Pittsburgh for best sales possibilities in this great market!

*Figures from Media Records, Inc.  
Including American Weekly*

**PITTSBURGH SUNDAY SUN-TELEGRAPH**  
NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

# Business Card May Be Aimed to Help Get Sales

No Definite Rules Can Be Set as to Style of Composition or Order of Copy

CHAPPELOW ADVERTISING CO.

St. Louis

*Editor of PRINTERS' INK:*

One of our clients has asked us for advice about business cards.

What they want to know is: (a) What is the common practice among business firms and (b) which ought to be the most effective style of card:

First—Should the business card bear the firm name in the center of the card with the salesman's or executive's name in small type in the lower left-hand corner, with a title, if any? Or—

Second—Should the business card show the individual name in the center of the card with title, if any, and show the firm name and address in small type in the lower left-hand corner?

Perhaps PRINTERS' INK has answered this inquiry before, and you can tell us in what previous issue it was covered.

Or, perhaps you have information on hand as to what is the common or most effective practice.

B. E. CHAPPELOW,  
President.

EVEN if there were an Emily Post of business, we doubt if such an authority would make an arbitrary ruling on this question. There are more or less mandatory rules on cards and letters used socially but in business the guide seems to be, even in what may seem to be a small matter like this, to follow the procedure that will help pave the way for the objective of all companies—sales.

The name that appears in the center of a business card is of course the one that receives most prominence; if a company feels that its name and prestige carry more weight than the individual's in getting in to see a buyer or prospect, that sounds like a good and sufficient reason for emphasizing the company name. If, on the

other hand, the name of a representative of the company, as an individual, will pave an entrance, no considerations of modesty or pride need stand in the way of such emphasis.

If we may borrow a rule from the field of art—namely, that good design should take its cue from the function of an object—we can apply this to the design of a calling card and say that if the card is made to do well the job that the company wants it to do, design need not follow any set rule. Even what may be called "stunt" cards may have a place under this guide.

When a company, for example, deals in a base product like wood, paper, metal, calling cards made of the material the company sells, if used judiciously, may justify this use. We have seen a calling card of a representative of an aluminum firm made out of aluminum. We recall a jute envelope salesman who used a small jute envelope for his card. This salesman found his card effective in getting him in to see buyers and acted also as a sample of what he had to sell. When retained by the buyer after the salesman's call, it proved to be a pretty good advertisement.

As a matter of interest we have checked a number of calling cards and find that out of 104 cards, sixty-four give prominence to the company by having the company name in the center, while the other forty emphasize the representative's name in that position. Each company can probably decide best for itself where such emphasis belongs.

The stationery department of Tiffany & Company reports that the question of which name should be emphasized is optional and that it does not find any preponderant demand among customers for either procedure. Other stationers bear out this opinion.

In PRINTERS' INK MONTHLY of

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February, 1927, an article on "How and When to Use Business Cards" discussed the question more fully. No recent trend has developed that violates the recommendations expressed in that article. The writer summed up in this fashion:

"The way to design a successful business card is to decide what sort of card will be most representative of the company or the man who is to use it—most truly representative as that individual's advance agent and the best advertisement of that individual's proposition in his absence."

#### Advertising Film Group Elects

At its first annual meeting, the Eastern Association of Non-Theatrical Film Producers elected William J. Ganz, of Wm. J. Ganz Company, as president; Arthur H. Loucks, of Loucks and Norling, vice-president, and Clinton F. Ivins, Pathescope Company of America, as secretary-treasurer.

Matters relating to the improvement of screen productions and relations with advertisers and manufacturers were discussed.

A committee on publicity, consisting of Mr. Loucks, W. W. Wood, of Visomatic Systems, and Francis Lawton, Jr., of General Business Films, was appointed to investigate and report on a plan for promoting a broader use of the screen for advertising and sales and for obtaining recognition of the association and its members on the part of advertisers, advertising agencies and other users of motion pictures and slide-films.

#### New Addresses

The Potts-Turnbull Company, Kansas City office, after January 1, will be located in the Carbide and Carbon Building, 912 Baltimore Avenue.

Merchandising Advertisers, Chicago, after January 1, will be located at 1935 South Michigan Avenue.

Wizard, Inc., Chicago, mops, polishes, etc., has moved its sales and advertising departments to the Merchandise Mart, that city.

Ralph Rossiter, Inc., after December 26, 29 West 57th Street, New York.

*Jewish Daily Bulletin* now located at 221-5 Centre Street, New York.

#### Has Dress Account

H. Linsk & Company, Philadelphia, manufacturers of "Lucette" dresses, has placed its advertising account with the Sidney H. Weiler Advertising Agency, of that city.

#### Bethlehem Paper Appoints

The Bethlehem, Pa., *Globe-Times* has appointed DeLisser, Boyd & Terhune, Inc., publishers' representative, as its national advertising representative, effective January 1.

# GOOD COPY

**is written  
without  
malice,  
false pretense;  
with  
consideration,  
conviction  
and a  
purpose  
to be useful.**

# HAWLEY ADVERTISING COMPANY INC.

**95 Madison Ave.  
New York City**



## Hosiery Organ

**HOSIERY** goes musical in a "pipe organ" package which is being brought out by the H. C. Aberle Company, Philadelphia. Its new "Aberlepak" consists of a sealed Cellophane roll containing a single pair of stockings, each roll carrying a guarantee that the merchandise is free from flaws, shadows or imperfections. The rolls are packed in open front Cellophane wrapped boxes in which the different shades are easily distinguishable. In package arrangement, they simulate organ pipes

and provide an excellent novelty display feature which ties up with the slogan, "Key Notes of Smartness by Aberle."

Musical notes add a decorative touch to the open-front package which depicts a feminine figure seated in front of the keyboard of the "organ."

This departure from traditional methods of packing hosiery does away with the hazard of damaged merchandise sometimes resulting from customers' handling of the product.

\* \* \*

### Joins Indianapolis "News"

E. J. Anderson, formerly advertising and sales manager of the Altorfer Brothers Company, Peoria, Ill., is now local advertising manager of the Indianapolis *News*.

### Wood with Dell

Ralph G. Wood has joined the advertising sales staff of the Dell Publishing Company, New York, as space representative for *Screen Romances* and *Film Fun*.

### Squibb Appoints Tapley

Dr. M. W. Tapley, who has been with E. R. Squibb & Son, New York, for several years, has taken over the work handled by Fred Black, advertising executive, who recently resigned.

### Knabb Made Vice-President

Jack Knabb, for the last two years an account executive with Stewart, Hanford & Frohman, Inc., Rochester, N. Y., and New York, has been made vice-president of that agency.

### Represented by Penn

Charles A. Penn has been appointed Eastern advertising representative at New York, of the *Poultry Supply Dealer* and *Seed Merchant*, both of Chicago.

### New Account to Cabot

Rich & Lombard, Inc., Lowell, Mass., textile finishing machinery, has appointed Harold Cabot & Company, Inc., Boston, to direct its advertising.

# Despotism and the Bureaucrats

Lord Chief Justice of England Writes a Book That Brings Up Thoughts about Tugwell

By Chester M. Wright

FOR those Americans who find cause for alarm in the proposed food, drugs and cosmetic bill there is ammunition in the book on "The New Despotism," written by the Right Honorable Lord Hewart of Bury, Lord Chief Justice of England. For those who take Dr. Tugwell's prescription with complacency the British jurist's book will serve as a tonic and a mental astringent. To be sure, it was written about a menace in England, but when bureaucracy becomes international an alarm sounded in one nation becomes a tocsin for all nations.

"Of all methods of administration," writes the British Lord Chief Justice, "that is the worst whereby real power is in the hands of one set of persons while public responsibility belongs to another set of persons. It is a method, as all experience shows, well calculated to encourage the performance of acts which either set of persons, if they had both the responsibility and the power, would be astute to avoid."

## *Like a Prediction of the Tugwell Bill*

This splendid book was not written this season, but neither is it old. For some twenty years bureaucracy has been growing to flower both in England and America and this book was written to find the menace arrived at that point of maturity where it constituted a vital threat to democratic practice in matters of social and political control. It is as if it were timed to be a prediction of the Tugwell Bill.

English and American law have much in common. They are of a common lineage and our whole nation lives to that pattern, except for Louisiana, which looks back upon the Code Napoleon for paternity in the matter of legal

structure. Both nations have a fierce pride in their democracy, in the right of the people to rule. If the American wants to spend his dime as and where he likes, so does the Britisher want no interference when he goes out of a Saturday night to blow in his tuppenny bit or sovereign.

But, alert as they may be in the abstract, both nationalities seem fated to fall victim to the parliamentary laziness which results in vast grants of power to bureaucratic officials who in turn translate that power into intricacies of regulations the total of which no man knows.

## *A Shock for Sleepy Citizens*

Lord Hewart has built a case against bureaucratic power that must shock the sleepy citizens of our country as it must amaze the subjects of King George. One might well dare any clear-thinking person to read Lord Hewart and then favor the Tugwell Bill. The issue goes far beyond purity of food, which all decent people want, and far beyond truth in advertising, which all decent people want. It goes to the roots of every consideration of the right way of government.

There is no need, as Lord Hewart points out, to question the motives or the integrity of those who preside over bureaus which seek new powers. "In a treatise upon photography, as someone says, one may assume the existence of the sun," he writes. "In remarks upon the mischiefs of bureaucracy one may assume the excellence of the civil service. Yet it may perhaps be well to remember that high capacity and ardent zeal never need to be more carefully watched than when they appear to have entered, with all their might, upon a wrong road. It does not take a horticultural

turist to perceive that, if a tree is bearing bad fruit, the more vigorously it yields, the greater will be the harvest of mischief."

The perpetual desire of bureaus to escape court supervision or court review draws hot fire from the British jurist. He cites law after law giving bureau chiefs, the permanent staff, the civil servants, the right to make rulings which are not subject to court review. It is the fear of many that this was and remains a prime aim in the Tugwell Bill. There are already American laws which grant such powers, strange as it may seem. Resort to court is made impossible. Step by step liberties are filched away from those who do not continuously stand guard.

"Much toil, and not a little blood," writes Lord Hewart, "have been spent in bringing slowly into being a polity wherein the people make their laws, and independent judges administer them. If that edifice is to be overthrown, let the overthrow be accomplished openly. Never let it be said that liberty and justice, having with difficulty been won, were suffered to be abstracted or impaired in a fit of absence of mind."

#### *Laws Carried Out by Permanent Officials*

The book warns us that the new despotism of bureaus, creeping upon us to replace the older and overthrown despotism, seeks to win by giving legislators an anesthetic, so that they may be subordinated, while the courts are evaded. It is pointed out, too, that legislation conveying administrative powers of the type under consideration, is finally carried into execution, not by Ministers of a cabinet, but by permanent officials. That is to say, the Tugwell Bill, if enacted, would be carried into execution, not by a cabinet Secretary, but by bureau chiefs, such as Mr. Campbell and Dr. Dunbar, posing both as permanent officials and experts, but no part of the responsible executive machinery. They did not come into office and may not be put out of office by any mandate from the people.

It will be conceded, of course, that there must be some administrative responsibility and some latitude, but the Lord Chief Justice finds no difficulty in marking out a clear line of demarcation between legislative, executive and judicial. It is that line which the advocates of larger powers for bureaus and bureau chiefs like to obliterate, so that the citizen knows not where he stands, how to arrange his defense or where to walk to avoid trouble.

#### *Skeleton Legislation Is the Seed*

Lord Hewart finds the seeds of bureaucratic power in skeleton legislation, under which large grants of power are conveyed, to be described by the grantee in bureau regulations—the perfect description of the Tugwell Bill. And of the bureaucrat's purpose he particularizes thus :

"To this end [the circumvention of lawmakers and courts] let him, under parliamentary forms, clothe himself with despotic power, and then because the forms are parliamentary, defy the law courts."

And further :

"This course will prove tolerably simple if he can (a) get legislation passed in skeleton form, (b) fill up the gaps with his own rules, orders and regulations, (c) make it impossible for parliament to check the said rules, orders and regulations, (d) secure for them the force of statute, (e) make his own decision final, (f) arrange that the fact of his decision shall be conclusive proof of its legality, (g) take power to modify the provisions of statutes, and (h) prevent and avoid any sort of appeal to a court of law." And there you have the perfect prescription, which, be it observed, the Tugwell Bill follows as far as possible, perhaps as far as it was deemed expedient.

To carry the warning from the book a step onward, observe this passage :

"When it is provided that the matter is to be decided by the Minister, the provision really means that it is to be decided by some official, of more or less standing in the Department, who has no re-

course, administered late in Justice, bringing out between judicial advocates and here, so defense trouble.

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sponsibility except to his official superiors."

The Stuart Kings claimed the right to legislate by proclamation, which is what a bureau chief does when he issues regulations. But Lord Hewart recalls, aptly enough, that when James I sought, at one time, to issue a proclamation, he was advised by Sir Edward Coke, Chief Justice, "that the king, by his proclamation, cannot create any offense which was not one before; for then he might alter the law of the land in a high point; for if he may create an offense where none is, upon that ensues fine and imprisonment."

And it would come to pass, under the Tugwell Bill that, not a king, but a bureau chief would "create an offense which was not one before," thus to alter the law, with ensuing punishment.

Lord Hewart points out that, under departmental regulations, an official acting for the Minister of Health ruined two doctors by fining them £1,000 each for "over prescribing," an offense unknown in law. He cites examples of the growth of administrative despotism in England through the incum-

bency of Tory Governments, Liberal Governments and Government by Labor. Bureaucracy is not a particularly partisan development, as our own experience shows.

As a matter of fact one of the most amazing provisions for the creation of bureaucracy is found in the British Traffic Act, passed under the Labor Party régime in 1924. Says the last section of that Act: "The making of any regulation under this law shall be conclusive evidence that the requirements of this section have been complied with." The editor of the *Annual Statutes of the British Parliament*, a volume on file in the Library of Congress in Washington, says of this provision: "The provision as to 'conclusive evidence' is unusual," which, for that staid volume, is saying a great deal.

But so goes bureaucracy. Given a start, its growth is like the growth of weeds. Those who have power, seek more power and seek new ways to use old powers.

In the light of experience, the Tugwell Bill, clamping down the lid on the freedom to merchandise, looks doubly dangerous.

## To Be Czar of Clothing Industry

George L. Bell, vice-president in charge of sales and director of the Caterpillar Tractor Company, is resigning January 1, to become executive director of the men's clothing manufacturing industry in the United States. H. P. Mee, at present vice-president and treasurer of Caterpillar Tractor, will be in charge of sales.

## Death of A. H. Neisner

Abraham H. Neisner, forty-nine, president of Neisner Bros., Inc., operating a chain of stores all through the East and as far West as Colorado, died recently on the liner "Rex" on his return from Italy where he had been in search of health.

## Has Perfume Account

Les Parfums de Molyneux, Inc., Paris and New York, has appointed Humbert & Jones, New York, as its advertising agency. Class publications will be used.

## Ostermoor Sold

Ostermoor & Company, Inc., New York, mattresses, has been sold to The S. G. Krupka Company, Bridgeport, Conn.

## Stevenson Returns to Pathescope

Edward Stevenson, for many years president of Visagraphic Pictures, Inc., has become associated with The Pathescope Company of America, Inc., New York, as special representative. His association with Pathescope marks a return to the company with which he first started his work in the field of advertising and publicity motion pictures.

## Joins Wisconsin Paper

G. F. McCannon has been appointed advertising manager of the Chippewa Falls, Wis., *Herald-Telegram*. For the last seven years he was associated with Lusk-Mitchell Newspapers, Inc., of South Dakota, as advertising director.

## Poyntz Opens Offices

A. R. Poyntz, for some years with the *Toronto Globe*, has opened his own offices in the Bank of Hamilton Building, Toronto, as an advertising and sales promotion counsel.

## Represents Chain-Store Paper

J. McA. Johnson, Brookline, Mass., has been appointed New England advertising representative of the *Syndicate Store Merchandiser*, Newark, N. J.

# German Side of Herr Hitler's Advertising Law

It Was Made Necessary by Many Abuses, This Agent Says, and Now Businesslike Practices Prevail

H. K. McCANN COMPANY M. B. H.  
FRANKFURT a.M., GERMANY

*Editor of PRINTERS' INK:*

I have read with interest the editorial on page 122 of your October 12 issue "Deutschland über Advertising." In view of PRINTERS' INK's usual accuracy, I am surprised to note that this editorial, either through misinformation or unfortunate translation, contains three misstatements in a single paragraph. In tone, too, it indicates a lack of knowledge or a biased and unsympathetic attitude toward German determination to put advertising on a respectable basis.

The German advertising law was made necessary by conditions well known to all who are in the least familiar with advertising conditions in Germany. It ends with a decisive stroke many abuses which have crept into German advertising and publishing practices and while a similar law might not be desirable in America, American advertising might also profit through the application of some provisions of this law.

As an internationally respected advertising publication, should PRINTERS' INK not take the initiative in accurately reporting events of such significance as Germany's advertising law?

Created by the German advertising law of September 12, the German Advertising Council is losing no time in putting German advertising on a businesslike basis. Several important decrees have already been issued which will revolutionize German advertising practice through elimination of price-cutting, circulation swindle, licensing of publishers and space brokers. In order to rebuild faith in advertising, all those who are in the advertising or publishing business are being called upon to

contribute their share of activity.

The first move has been to force all newspaper publishers to run a series of full-page advertisements, well-placed, explaining to the public why advertised wares should be chosen. Half a dozen of these advertisements appeared on predetermined dates between November 18 and 26.

The reader is shown how important advertising is to himself and to the national welfare—how it permits buying with confidence through serving as a guaranty for goods—how it helps the salesman sell and makes possible a more rapid development of business. Although unbranded articles are not directly attacked, the basic advantages of choosing trade-marked and advertised goods are made clear by comparing the non-advertiser with traveling vendors who sell their questionable wares and clear out for the next town without delay.

## *Breaks the Ice for Conservative Advertisers*

The series should make the average reader more receptive to advertising than he has been in the past. In setting an example, it breaks the ice for conservative German advertisers who are generally afraid to make their advertising interesting and instructive. Finally it should help publishers by stepping up advertising volume, which has been on the down grade for several years.

The campaign was prepared by the Verein Deutscher Zeitungsverleger (Association of German Newspaper Publishers); was supplied in mat form to members. Under the new German advertising law, all newspaper publishers must belong to this association. As there are reported to be more than 3,000 daily newspapers in Germany, some idea as to the extent of the cam-

paign may be gathered. It is probably the first time in the history of the world that all newspapers in a country have gotten together for a co-operative promotion campaign.

In the past German newspaper promotion efforts consisted primarily of small fillers in their own pages with some snappy statement about "the biggest circulation". . . . German newspaper publishers being notoriously independent, it doubt-

less went against the grain for many of them to devote space to a campaign of this kind. It probably hurt less than it would have a year ago, however, for since the national socialistic régime came into power, the strongest publishing organizations in Germany have had to line up with the Government or get out of business.

H. K. McCANN COMPANY M. B. H.

EDWARD H. DOUGLAS.



### Sacksteder Forms Company

The Abner F. Sacksteder Company, Inc., merchandising display material, will open offices, January 1, in the Tyler Building, Louisville, Ky. Associated with Mr. Sacksteder is A. L. Grauman, for eleven years with The Steinau Company.

### Keefe with Consolidated Press

E. H. Keefe, formerly on the advertising staff of the Cleveland *Press*, has been appointed advertising manager of the Consolidated Press, Cleveland, publisher of the German *Wachter & Anzeiger* and the Hungarian *Szabadsag*.

### All-Year Club Appointments

Ross Welch, advertising manager, J. W. Robinson Company, and A. C. Galbraith, assistant vice-president, Union Oil Company, have been appointed to the advertising committee of the All-Year Club of Southern California, non-profit tourist bureau.

### Made Penn Mutual Trustee

Arthur C. Dorrance, president of the Campbell Soup Company, Camden, N. J., has been elected a member of the board of trustees of the Penn Mutual Life Insurance Company.

# H A Z A R D

## Advertising Corporation



*One of a series of advertisements for our client  
ELECTRO BLEACHING GAS CO.*

**TWO NINETY-FIVE MADISON AVENUE, NEW YORK**

# "Digest" Poll of Radio Listeners

They Like Symphonies and They Don't Like Excessive Advertising

By Bernard A. Grimes

WHEN 16,400 people take the trouble to criticize radio programs, what they have to say should be given more than a passing thought by sponsors and all who have to do with program building. Their opinions should be particularly worth while if they reflect an appreciation of the efforts of sponsors to please radio listeners and a desire to help in ascertaining popular wishes.

These two objectives were aimed at by *The Literary Digest*, which sponsored the polling of opinion. The tabulated result hits here and there on about every conceivable dislike in the whole gamut of listener objections, and touches upon every favorable factor as well. In all there are more than 1,000 items of like and dislike. They register, as the *Digest* points out, only the viewpoints of its readers who participated in the poll.

The survey had its genesis in a reader's strong letter of criticism of radio programs as they are today. This critic, one E. C. Hanson, of Newark, N. J., wasted no words in describing conditions as he sees them. Sponsors, he said, "must think we're jazz drunk and dance crazy." He recommended that the *Digest* undertake one of its comprehensive polls on the subject.

## *Other Letters Commended the Suggestion*

Publication of his letter was quickly followed by receipt of letters from others who endorsed his suggestion. Interest was so keen that it was decided to survey sentiment on a broad scale, not to find out about kicks alone except as these would help in presenting material that would be part of a constructive job for the public, radio sponsors and the radio industry in general. This was the purpose behind the poll which was started in the November 4 issue.

The purpose was explained and

to help readers participate, that issue carried a coupon. This carried two headings, "What do you dislike on the air," which occupied left-hand position, and "What do you like on the air," which occupied right-hand position. Nine lines appeared under each heading for a listing of comments. Replies had to be mailed by November 15 if they were to be recorded.

## *Coupons Too Small for Some Suggestions*

It is evidence of great importance to those who make radio entertainment possible that 16,400 persons participated in the test. In numerous instances the coupon was not big enough to give vent to people's feelings and long letters were written. People are taking their radio entertainment seriously. They are not without understanding. People who put advertising sponsors on the pan were taken to task by others who immediately championed the entertainment efforts of advertisers.

The viewpoints of champions is summed up in one letter whose writer declared that it "seems to me that people who are handed something on a silver platter, should not dictate what kind of program they should be given." Well, maybe they can't dictate but collectively they can give a pretty definite idea of what they would like to get, what mildly peeves them, and what arouses belligerent protest.

As for the advertising sponsor, he is given the opportunity of studying an analysis of the 205,000 criticisms mentioned by 16,400 people. But the information must still leave him convinced that he has a complex problem on his hand and that he will be doing about all he can if his program succeeds in appealing to a substantial majority of his potential radio audience.

For example, last week's *Digest* dealt with reasons of dislike. Top-

liners, in order are jazz, crooners, and "comedians who are not funny, cheap humor, stale jokes, wise-crackers, smart-aleck comedians who laugh at their own jokes, poor humorous skits." Now the term "jazz," it would seem, applies to dance music in general as much as it does to a particular style of dance music. Some listeners tune off if they can find nothing but dance music on the air, yet, as the current issue of the *Digest* analyzing "likes" reveals, programs that feature dance music rate highly.

From the comedy angle, it is evident that even though a comedian be popular, he isn't free from criticism if he pulls a stale pun and he runs the risk of leaving a poor impression for what might have been a good performance if he indulges in vulgarity.

Third on the list of dislikes, and advertisers and program builders will not be surprised to find it among the principal objections, deals with the manner of advertising announcement. If an advertiser wants to know what to avoid, he'll check up and see that his commercial credit isn't excessive, too long, cheap or superfluous. False and absurd statements rear their heads as signposts of trouble and, less so, delivery that is too insistent and emphatic. Advertising that is short gets a place in the "like" column.

Here is the full list of major dislikes as tabulated:

### Major Dislikes in the Radio Test

#### Music

	Dislike	Like
Jazz	10,876	518
Jazz orchestra singers	726	78
Crooners	9,636	64
Sob songs	2,442	58
Blues singing and singers	1,352	38
Torch singers	892	8
Sopranos	748	68
Hillbillies, mountain music	684	232
Dance music if bad	396	
Harmony sisters, sister singing acts	314	68
Bad music	382	
Saxophones	252	12
Nasty or vulgar songs	192	

#### Advertising

	Dislike	Like
Excessive, too long, cheap, superfluous	7,974	
Sponsors' claims that are false, absurd, etc.	750	
Too insistent and emphatic	232	
Sunday advertising and jazz	84	372
Advertising, if short		

#### Announcers

Trashy, coy, cute, patronizing, wise-cracking	488
Too emphatic	264
Female announcers	126
Using incorrect pronunciation	110

#### Comedy

Comedians who are not funny, cheap humor, stale jokes, wise-crackers, smart-aleck comedians who laugh at own jokes, poor humorous skits	5,010
Imitators, impersonations, Negro and others	658 128

#### Talking

Political speeches and propaganda	1,002	638
Dialogs	530	110
Women speakers	416	54
Beauty talks	258	14
Cooking talks	176	54
Bridge talks	22	2
Rapid-fire talkers	162	
NRA propaganda	156	26

#### Stories

Mystery stories	488	336
Continued stories	256	90
Spy, ghost, murder, gangster stories, thrillers bad for children	140	26

#### Children

Children's hours	640	426
Children trying to sing, jazz, sex songs	290	52

If so pessimistic a picture as this tabulation is discouraging to the builders and sponsors of programs, they are given heart in the tabulation of listener preferences reported

in this week's issue. The vote for likes exceeds the vote for dislikes by more than 42,000. Here is testimony that these 16,400 people who have taken the trouble to make their wishes known, only tune off because they can't get what they want.

What do they want? Well, first place in their preferences goes to symphony orchestras. Maybe these 16,400 people are a criterion whose wishes should be considered because symphonies are attracting sponsorship right now to a degree that is noticeable even to the most indifferent radio fan. News commentators on current events is the runner up in popularity. Next in order are bands, operas and educational features.

Here is the complete tabulation on major preferences:

### Major Likes in the Radio Test

#### Music

	Dislike	Like
Symphony orchestras	320	5,458
Bands	122	4,522
Operas	286	3,490
Light opera, operettas	22	1,190
Classical music	182	2,606
Organ music	224	2,492
Dance orchestras	200	1,996
Dance music, if good, without any singers		718
Old-time songs and music	72	1,150
Instrumental and orchestra music	128	1,722
Vocalists, vocal music	548	1,294
Male quartets and quartets	166	1,704
Violin solos	56	908
Concert music	30	692
Choral music and choruses	59	882
Pianists and piano music	134	772
Chamber music	16	588
String quartets and trios	20	532
Minstrel shows	138	430
Folk songs and music	40	272

#### Talking

News commentators, current events	74	4,862
Educational features, talks, etc.	92	2,768
Speeches	366	2,726

#### Talking (Con't)

	Dislike	Like
Football news and sports generally	446	1,378
Travel talks	6	780
Scientific talks	18	302
Poetry reading	106	282
Debates	22	172

#### Drama

Plays and playlets	360	1,114
Historical sketches, talks, plays	28	774
Short sketches and skits	332	722

#### Religion

Church services	362	1,308
Sermons	224	674
Hymn singing	26	658

So far, program builders may feel that they have been given an insight to a comprehensive study. But the *Digest*, with the aid of its readers, has done so thorough a job that an accompanying list of favorite entertainers and programs throws what would appear to be a note of inconsistency into the research.

They reported themselves "agin" jazz and crooners and dialect comedians. At the same time they vote first choice to Amos 'n' Andy, with 2,476 for and 1,144 against; second place to Lowell Thomas, with 2,168 who applaud and only forty-two who don't (which puts Thomas ahead when the handicap is deducted), with Will Rogers, Vallee, Jack Pearl and Ed Wynn among the leading favorites with a considerable number of dissenters for each.

Here is the scoring of favorites in the test:

### Favorites in the Radio Test

	Dislike	Like
Walter Damrosch, Music Appreciation Hour	14	1,370
Jessica Dragonette	34	916
John McCormack	10	498
Lawrence Tibbett		446
Goldman Band		248
Albert Spaulding	16	278
Ben Bernie	300	474
Wayne King	54	684
Guy Lombardo	24	490
B. A. Rolfe	90	244

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## Favorites in the Radio Test (Con't)

	Dislike	Like
Rubinoff	26	326
Rudy Vallee	756	1,330
Paul Whiteman	112	506
New York Philharmonic orchestra	16	1,038
Philadelphia orchestra	4	650
Amos 'n' Andy	1,144	2,476
Baron Munchausen (Jack Pearl)	382	1,324
Burns and Allen	130	536
Eddie Cantor	460	992
Irvin S. Cobb	32	388
Will Rogers	58	1,386
Ed Wynn	794	1,114
Radio Guild Plays	8	406
Boake Carter	74	750
Floyd Gibbons	146	172
William Hard		150
Edwin C. Hill	24	1,630
John B. Kennedy	6	170
David Lawrence		150
Alexander Woolcott	12	250
Lowell Thomas	42	2,168
March of Time	12	906
Dr. S. Parkes Cadman	10	178
Father Coughlin	116	374
Harry Emerson Fosdick	6	524
Billy Bachelor	46	164
President Roosevelt	26	956
Major Bowes' Capitol program	18	316
Seth Parker	78	1,234
Roxy and His Gang	34	976

A further tabulation will deal with issues on which listeners fail to agree to any marked extent. The voting has been close on each of these and no definite trend is indicated.

The test did excite much pre-publication curiosity on the part of advertisers. One inquiry for advance information was made by a sponsor who wanted to know where his program stood. Other advertisers seemingly were content to sit back, wait until returns were in and study the results.

## Bissell Joins Paris &amp; Peart

John Bennett Bissell is now associated with Paris & Peart, New York advertising agency, as an account executive in charge of new business. He formerly was president of Bissell and Land, Inc., which was merged with Batten, Barton, Durstine & Osborn, Inc., in 1930. More recently he has been engaged in advisory work on sales and advertising.



## . . . a Fact

every

Advertiser

Should Know

The Buffalo market is actually two distinct cities . . . "BUFLOPOLE" and its neighboring city of Buffalo.



Send for  
"A NEW SURVEY  
OF BUFFALO"



**POLISH  
EVERYBODY'S  
DAILY**

Belongs on every newspaper  
list for cities over 250,000

National Representatives:

SMALL, SPENCER, BREWER, INC.  
Chicago      New York      Boston

# How Tugwell Bill Should Define False Advertising

One of Statute's Framers Argues Plausibly in Its Favor, but Here Is Where He Is Wrong

At the end of the Tugwell Bill session in Washington last week Chairman Copeland called upon David F. Cavers, professor of law at Duke University, one of the framers of the bill, to make the closing remarks of the session. Considering the fact that for two exciting days people representing various industries had been criticizing, some of them constructively, some of them bitterly, various parts of the bill, Professor Cavers' remarks seem temperate. However, *PRINTERS' INK* answers in brief his statement about advertising at the end of his remarks which follow in part.

By David F. Cavers

Professor of Law, Duke University

MY connection with this measure arises from the fact that I was requested by Assistant Secretary Tugwell to join in a group which assisted in the drafting of this measure which Senator Copeland introduced as S. 1944.

I am sure none of us who participated in that work can but feel that we have had presented this afternoon and yesterday and this morning constructive suggestions with respect to the bill.

I also have no doubt that the Committee will give them its earnest consideration and that a better measure will result.

I do not wish to undertake an extended rebuttal of some of what I believe are misconstructions of the language in the bill.

For one reason, the Chairman of this gathering has by his searching questions, I believe, very frequently dissipated those misconstructions.

His evident interest in the protection of the consumer through remedial legislation, and his fairness, I am sure, will be appreciated by all those who have any connection with this measure.

I would, however, like to question whether the insertion of adverbs such as "materially," "inherently," "essential," and the like, can be regarded as constructive

suggestions by any other than members of the legal profession.

I have no doubt that they will prove a great boon to them, but I wonder whether an advertiser would feel that his interests were advanced by the ability to add to any statement that his advertising was false that it was not very false, not materially false, not particularly false.

I question whether that would do him any good, and I know that it would not add any teeth to the law.

I should like to present for your consideration the position which some of us who worked on the legislation find ourselves in.

In some instances we undertook the drafting of general standards of conduct.

Now we find them too broad; at least, so we are told. In some instances we endeavor to use specific statements; now we find them too rigid.

In some instances we sought to secure both specific action and flexibility through the use of the administrative machinery of the Government, subject at all times to the control of our courts.

Now, we find that it is bureaucracy and tyranny.

It seems that when you put those three views together, after

making proper allowance for the valuable suggestions which have come to us, the result is that there is left only for the drafters the drafting of rules which are like silent policemen at street intersections; they do not cover much ground, and they are easy to get around.

#### *Need of Particular Standards*

I do not think that you want that sort of legislation; I am sure that the committee does not, and yet it seems essential that in some situations there be particular standards of conduct, in some situations that there be specific rules; in some situations where specific action can be taken under general standards of conduct which the courts can use as a guide in limiting the action of the administration, the amount of administrative power.

I can assure you that there is no novelty in our law, and that it would be subject to the same watchful scrutiny of the courts that any other grant of power to administrative officers is subject.

Furthermore, in almost all instances where that grant of power has been given, it has been accompanied by provision for notice and hearing.

Now, Mr. Campbell stressed the fact that at those hearings effort would be made to bring to the attention of the officer presiding, not only the Department's views, but also ample scientific testimony from whatever source available.

I think that I should make also clear that at those hearings after public notice there should and is and would be granted to the industry ample opportunity to be heard and present its views.

There will be the opportunity for special consideration of the special problems of industry and there will be possible (a discrimination in the best sense of the word) in the treatment of these products.

I think that there also has been a tendency somewhat to exaggerate the granting of administrative discretion in this Act, despite the

fact that no one can observe it without remarking its frequent appearance.

A more careful comparison of the grants of power may perhaps dispel some of those apprehensions. In many instances the grant is to accomplish a formal measure, more properly to set up a way of stating the requirements, a matter which cannot very well be put into a statute without making it resemble a tariff schedule of a tariff law.

There are also necessary grants of procedure for the Secretary for the hearings, all subject, of course, to the operation of the due process clause of the United States Constitution, which, I understand, has never been suspended.

I wish also to point out the fact that some of these grants of power are to exempt industries from the operation of regulation where they may be harsh.

In the case of standards for food products, we have no other way of setting these standards up except as they are now under the McNary-Mapes amendment, by administrative action, and, whether you want standards or not, is another thing, but I do not think that you can regard that as an unjustified resort to administrative discretion.

#### *The Voluntary Inspection Section*

The same thing, I think, can properly be said of the voluntary inspection provision in section 22. Whether that is desirable or not, I think that the fact remains that it would be very difficult for such a system to be set up without some grant of discretionary power to the Secretary.

Certainly we would not, none of us, I suppose, wish to see a compulsory establishment of an army of inspectors overnight, which would be necessary if there were not in the Secretary's power the power to withhold the extension of this privilege, not from specific individuals, but from classes. \*\*\*

In the case of narcotics we have a possibility again of exercise of discretionary power. Dr. Behl, I

Daniel  
Did Sprinkle Ashes  
Upon the Floor  
of the Temple



Thus he gained clues, trapping the priests who secretly entered the temple to eat and drink that which was left for the idol Bel. Bel, proclaimed a living God because of "how much he eateth and drinketh."

Again in trapping the elders for their mischief towards Susanna in the garden of her



husband's house, did not Daniel have the resource of the trees that stood close by?

Thus Daniel must employ clues in solving his problems even in the magic of the Apocryphal Scriptures, perhaps the oldest recorded detective mysteries.

But who today has clues of why he loses an order, a contract, an account? Especially in the advertising business. Private offices, secret meetings, committees and unidentified advertisers all contrive to make this great modern business mystery too complicated for ordinary methods.

In fact, how can any method be worth much after the harm is done, the business gone?

The best detective method in modern advertising is that of prevention. Cover every

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possible factor of influence, known and unknown. Have your story, your reasons for existence, your points of convincing strength well known.

That means cover the *Merchandisingly Alert*—the readers of PRINTERS' INK and PRINTERS' INK MONTHLY. For here in one group covered by two mediums of established effectiveness, you have more of those likely to be of influence if your business is advertising, than anywhere else available, regardless of cost.

Nowhere else are there as many people known to be top-line executives of firms who advertise. Nowhere else as many specialists or experts likely to be sought for counsel. It is the world's largest circulation of its kind. And in your business it's the kind that counts.

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think, made a very valuable suggestion in the addition of the words "habit forming" as qualifying narcotics and its products. It was certainly our purpose that that should be included, but we cannot hope to anticipate by an enumeration of drugs the progress in the development of such product for the next, I do not know how many, years to come.

#### *Reason for Grants of Administrative Power*

One purpose in putting in grants of administrative power in a bill of that sort is to enable the legislation to keep abreast of progress, of change in conditions, so that it will not be necessary to resort to congressional action which may be a burden on the industry, which may be upsetting, which certainly will be slow, and on that point I should like to bring this thought to your attention:

I think there have been five amendments in the Food & Drugs Act of 1906; the last amendment which had any operation with respect to drugs was in 1912. Speaker after speaker in the last two days has brought to our attention by very candid public spirited admissions that there are substantial shortcomings and defects in the present legislation.

Now, if one-quarter of the interest, one-quarter of the vigor which has been expressed in opposition to this bill had been expended by the industries themselves in the support of measures in the past to remedy these defects, these hearings would not be held this afternoon. It seems, therefore, that we cannot help for militant action on the part of the industries to correct minor defects which is the sort of thing that discretionary powers by and large are seeking to accomplish. Those grants, as I say, are subject to court action.

It has been desired that there be an appeal from the exercise of court action, the regulatory power of an administrative official exercised in this fashion is not an exercise of quasi-judicial function; it is, if I may use the term, quasi-legislative. The hearings

which he would hold—are not in the nature of an adjudication of the rights and wrongs of individuals; there is no adversary party, technically, so that it seems impossible that a technical appeal could be taken.

I think I can say safely that provision for a review of such a determination could not constitutionally be granted to the District Federal Courts of the United States. Very possibly some special tribunal might be established by statute to handle precisely such cases. However, is that necessary? That would depend, it seems to me, on the ease with which a review of the United States District and Superior Courts might be obtained. How can that be done? In any case in which action is taken under such a regulation, its constitutionality may be questioned.

It may be asserted as a defense to the prosecution that the regulation is unreasonable, unsupported by evidence, or without the bounds of this statute. No special proceeding has to be brought by the interested party in order to do that, or, as an alternative, he might proceed by injunction and enjoin the enforcement in advance of any wrongful action, and I think Mr. Campbell pointed out that at the present time there is an injunction against one of the canning standards which were set up under the McNary-Mapes amendment.

#### *There Will Be Some Blunders*

No one can very well make argument that administrative officers never blunder—that there will never be miscarriage of justice under any legislation. We all certainly should be sufficiently realistic to know that it may happen, but is the reason of an occasional, and I think the record of the Food and Drug Administration indicates quite clearly that it would be only an occasional mistake of that sort, subject to review in the court, sufficient for this group representing three important industries and their advertising media to object to a measure which certainly has been endorsed in principle suffi-

ciently without a very careful examination of the risks not only to the public, but to the good-will which those industries now enjoy in the public eye.

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[EDITOR'S NOTE:

There is the presentation of one of the framers of the Tugwell Bill, now in process of being reviewed in the light of the recent hearings. He says several things which are scarcely fair. His statement about advertisers, for example:

"I wonder whether an advertiser would feel that his interests were advanced by the ability to add to any statement that his advertising was false that it was not very false, not materially false, not particularly false."

The professor, who heard the testimony of Messrs. Dunn and Parlin, knows that there is far more to it than that. He dodges the real issue. Section 9-A on page 12 of the bill and Section 6-A, the first about advertising and the second on the label, provide in effect that a drug, a food or a cosmetic is misbranded or falsely advertised if its label or advertisement by ambiguity or inference "in any particular" creates a misleading impression about the product. Under the rule, as the professor wrote it, a man could go to jail if the printer of the label by accident got the manufacturer's address wrong.

Moreover, a misleading impression is a state of mind, a feeling on the part of the purchaser which may be entirely apart from the facts of the advertisement or the label. The purchaser may have a misleading impression about a product arising entirely from his own stupidity. As a result of the bill, as the professor drew it, the Government would have the power to condemn a food label or advertisement for Aunt Jemima Pancake Flour, for example, if someone received the misleading impression that a colored lady named Aunt Jemima actually made it. Proving that Aunt Jemima actually died several years ago would penalize the maker.

If Professor Cavers doubts this or thinks it is straining at a point, let him look into the case of Jones Dairy

Farm Sausages as handled by the Bureau of Animal Industry of the Department of Agriculture. Mr. Jones was told he would have to cease advertising his slogan, "Most little pigs go to market, and the best little pigs go to Jones," told to change his name because by official definition, a dairy farm is a dairy farm only if 40 per cent or more of its output is milk. He was told to cease using in his advertising the picture of a farmhouse, lest the public receive the misleading impression that the sausages were made in the kitchen of that farmhouse and not in the actual factory which graces Fort Atkinson, Wisconsin.

No, Professor Cavers, business men have had too many peculiar experiences with dumb bureaucracy to consider that excessive powers will be handled intelligently, or that loose, broad and ambiguous definitions will always be interpreted sensibly.

And so, Professor, a hand is raised quietly from the back of the classroom to introduce this definition of false advertising which decent manufacturers and publishers will back you on. Note that it includes both labels and advertising in one section, not two.

*A label or an advertisement is false, if it is false or injuriously misleading in fact in any material particular relating to the purposes of this Act.*

And the purposes of the Act are to protect the public health, aren't they? That definition would prevent one of the directors from Cudahy going to jail because someone received the misleading impression that Old Dutch Cleanser was made in Holland. It would, in a word, prevent a repetition of the Jones Dairy Farm Sausage fiasco, and that was only one of many. It would also put into jail the manufacturer who advertised either falsely or who misled a person to that person's injury.

It would hit the fakers and the crooks, would not hamstring the honest manufacturer.

It has in it one of the adverbs you don't like—but honestly, Professor, isn't it sounder than the definition you wrote into the original (highly original) Tugwell Bill?

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## Anheuser-Busch and Price Cuts

ANHEUSER-BUSCH, INC.

ST. LOUIS, Mo.

*Editor of PRINTERS' INK:*

We note in your issue of December 7, 1933, an article entitled "Well, Maybe Beer's a Little Sour" by a Promotion Man.

The author of this article quotes *Brewers News* to the effect that the Anheuser-Busch Company reduced prices of beer delivery in Wisconsin to \$10 a barrel, which has brought about a "beer price war" in that State.

This is an erroneous statement which we are glad to correct with the following facts relative to our products:

There has been no reduction in the price of Anheuser-Busch beer since October 18. The present price in carload lots, F.O.B. St. Louis, to wholesale distributors for Anheuser-Busch Draught beer is \$20 a barrel. For Anheuser-Busch Muenchener Draught beer \$23 a barrel, and Anheuser-Busch Michelob Draught beer \$26 a barrel, all F.O.B. St. Louis. These prices include a cash deposit charge of \$9 which is refunded to the distributor upon return of the barrel to St. Louis.

ANHEUSER-BUSCH, INC.,

R. H. FLAHERTY,

*Advertising Manager.*



## Heads International Harvester

ADDIS E. MCKINSTRY, first vice-president of the International Harvester Company, Chicago, is now president, succeeding the late Alexander Legge. Mr. McKinstry has been associated with the agricultural equipment industry for forty-seven years, most of the time on the selling side.



### Appointed by Grombach

The production department of Jean V. Grombach, Inc., New York, radio program producer, has been divided into two divisions. One, comprising all musical productions is headed by Chester H. Miller; the other, handling all dramatic productions, is headed by Donald Macfarlane. Both have been with the organization for two years and were also formerly with the Judson Radio Program Corporation.

### Has Liquor Account

The General Wines & Spirits Corporation, New York, has appointed Albert Frank-Guenther Law, Inc., New York, to handle its newspaper and magazine advertising.

### Joins Eichler Brewery

R. M. Overlander, Jr., has been appointed advertising and merchandising manager of The John Eichler Brewing Company, New York.

He joined the old Deering Harvester Company in 1886, and in time became a district sales manager. Following the formation of International Harvester, which included the Deering company, he was made sales manager for Canada. He was elected first vice-president a year ago.



### With Campbell-Ewald

John Bonbright, formerly of Brooke, Smith & French, Inc., and until recently with the *Automotive Daily News*, both of Detroit, has joined the copy staff of the Campbell-Ewald Company, of that city.

H. T. Ewald, head of Campbell-Ewald Co., Detroit agency, has been elected vice-president of the Wabek State Bank of Birmingham, a suburb of Detroit. This bank was organized recently by Senator Couzens.

### Lengel, Associate Editor, "Liberty"

William C. Lengel has been appointed associate editor of *Liberty Magazine*, New York. He was formerly associate editor of *Cosmopolitan*.

### Now Hughes & Morton

The advertising business of Graham Hughes, Los Angeles, has changed its name to Hughes & Morton, to include the name of Earl DeR. Morton.

## Goodwin Plan Draws Fire

Aimed Ostensibly to Give Churches New Sources of Income, It Is Being Attacked by Religious Papers

**F**IRST, a letter. In an obvious fill-in, it is addressed to the pastor of a church. The processed message reads:

Dear Friend:

Dr. E. LeRoy Dakin, Pastor of the First Baptist Church, Milwaukee, Wisc., wrote to you a few days ago about the Goodwin Plan . . . and suggested that I send you the enclosed Booklet describing this new and unusual idea.

If you will read the Booklet through, even hurriedly, you will immediately see why ministers, economists, and officers of Women's Church Societies, from the Atlantic to the Pacific, are acclaiming the Goodwin Plan as a most wonderful potential boon to church treasures.

Just imagine, for instance, your own church receiving a regularly contributed monthly income from the housewife's mere saving of Labels (or other evidences of purchase) from or of most of the types of products and articles used in the homes of your church families . . . and their friends.

Yet that is what the Goodwin Plan intends to make possible . . . and to provide to the churches of the country . . . to which I need hardly add more, except to say this:

THE FEDERAL COUNCIL OF CHURCHES HAS, FOR A LONG TIME, ADVOCATED A PROGRAM FOR INDUSTRY, CALLING FOR GREATER FAIRNESS TO WORKING MEN AND WOMEN. But there existed no "consumer vehicle" for helping toward the actualization of these principles, namely: LIVING WAGES; REASONABLE WORKING HOURS; REASONABLE WORKING CONDITIONS and a promise on Industry's part to aid in a program for bringing about *steadier employment*.

But now, under the Goodwin Plan, church-going people may have a way of *knowing* that the products they eat or wear or use *will* be made

only by labor that is dealt with on the basis of the principles laid down by the leading religious thinkers, which are likewise the principles of the Federal Council of Churches.

After you have read the enclosed booklet, you will understand how this ideal now seems attainable under the Goodwin Plan.

And, almost from the first page of the Booklet, you will sense that here is an utterly new nation-wide and different source from which may develop a way of solving many and possibly *all* of the financial problems of the church . . . a plan which has won the acclaim and enthusiastic approval of ministers, priests, rabbis, economists, thinkers and publicists . . . a plan that is *broad, simple and easy* . . . and which provides benefits that you may aid in bringing to your OWN church treasury, with almost no effort. (Note the glowingly enthusiastic letters of endorsement, printed in the Booklet.)

After you have read the Booklet, perhaps you, too, will agree with the other ministers, economists and publicists that the benefits of the Goodwin Plan should be a great factor in lifting the burden now upon church treasuries.

And if you do feel that way, I sincerely hope that you will very promptly call together the officers of your women's societies and submit this simple plan to them, with your recommendation that ten or more willing workers apply to be "Good-News Broadcasters" of the Goodwin Plan (on the blank enclosed), in order that your church, through your Broadcasters, may be in line whereby a new nation-wide source of dignified monthly income may soon be on its way into your treasury.

That there be no possibility of misunderstanding, I wish to state most positively, in conclusion, that the Goodwin Plan does not entail any expense whatever on your part

or the part of any church worker.  
 Faithfully yours,  
 (Signed) ADOLPH O. GOODWIN,  
 President,  
 THE GOODWIN PLAN of America,  
 Inc.

P. S. Please note the enclosed reprint of an article recently published in the *Peoria Christian*, of Peoria, Ill.

With that letter, and with a booklet so much enlivened with leaping headlines that it fairly jumps out of the reader's hands, Adolph Goodwin, former advertising man and more recently originator, promoter and president of the Goodwin Plan of America, Inc., is lining up the preachers and the church women.

Who is Mr. Goodwin? In his own booklet, he describes himself thus:

Who, you ask, conceived such a sound, yet simple, Plan? It was the distinction of ADOLPH O. GOODWIN, president of the Goodwin Plan of America, Inc.—long recognized as one of the nation's most brilliant creators of popularizing and stimulating ideas to create the Goodwin Plan!

(Here in the booklet appears a portrait of Mr. Goodwin, at a desk.)

He conceived the simple idea of engaging "Good-News Broadcasters" from among church-society members, inspired by their devotion, loyalty, and desire to contribute to their respective churches—to "broadcast the good qualities" of a long list of worthy products—to urge the housewives of their neighborhoods to buy those products, and save "evidences of sale" from them, such as *Labels*, *Wrappers*, *Cartons*, *Invoices*, or *Bills of Sale* or some other part of the product as proof of sale. Thereby, under the Goodwin Plan, they may earn a steady monthly Cash Commission as "Good-News Broadcasters" . . . an earned commission which may be used as a contribution by the "Broadcasters" to their churches or church societies.

And probably no one of less ex-

perience than Adolph O. Goodwin could have conceived the simple but specific sources from which to obtain the 2 per cent Cash to be used as remuneration for the "Broadcasters" services.

But Goodwin, for years one of the greatest builders of Plans for industries, was familiar with what to spend and how to spend sales promotion appropriations, in order to obtain public adoption of products.

He knew what proportion did or should go into advertising and what proportion did or should go into Sales Promotion . . . and he saw that the old-fashioned methods no longer resulted in the adoption and usage of products, in proportion to the cost.

Hence, Adolph O. Goodwin was qualified by training, experience, and inherent ability to conceive this new use of industries' Sales Promotion Appropriations . . . a use which is crystallized in the Goodwin Plan.

Centered about the outspoken Mr. Goodwin, the Goodwin Plan of America, Inc., now occupies no fewer than four floors in the Mather Tower, in Chicago; and "the appointments," reports a staff member of PRINTERS' INK, "are the most ostentatious and elegant in town."

Although Goodwin, in person, has been putting off the inquisitive Chicago press with promises that he would be ready soon with a complete announcement, and although he has not yet announced the names of any manufacturers who have allied with him, he says that on the distributive side he has signed up broadcasters to the number of 150,000.

In Goodwin's Plan, the "broadcasters" are the center of operations. In each church society, the "applicants" sign a document reading, in part, as follows:

We, the undersigned members of the \_\_\_\_\_ Church Society, of the \_\_\_\_\_ church . . . desiring to aid our church by OUR participation in the benefits to be derived from the Goodwin Plan whereby our church may receive a monthly

# Fabulous Fortunes and the ideas that make them

CHOOSING two brilliant examples of money-making through self-glorification, Mark O'Dea analyzes in startling technique the strangely parallel lives of a few of our great and near-great, sharp-focusing Barnum and Lipton and those of similar pattern. In this parade of advertising, O'Dea names names, times, places, figures—never dully but all highly spiced with curious historical events.

Following this lead article, "The World's Greatest," the December issue of PRINTERS' INK MONTHLY is replete with practical business ideas for the *merchandisingly alert*.

**A ten-year campaign to win jobbers . . . how can a manufacturer with a limited sales force properly and frequently contact 100,000 new prospects—without upsetting the sales in his established lines?**

**What is a radio "Natural"? Why do some programs click immediately?**

**What of the Guarantee in selling under the NRA? HUGH E. ACNEW approaches NRA from a new angle.**

**The problem of year-round profits for dealers on highly seasonal merchandise. JOHN H. KNAPP, Vice-President of Norge Corporation, recognizes an obligation to his dealers.**

**"Ten Important Merchandising Jobs for Point-of-Sale Display."** This article makes good on the fundamental subjects promised by this headline.

**"They Did It with Direct Mail."** Three different national advertisers tell *how they did it*.

**"No Government Bureau Shall Censor Advertising,"** says EARNEST ELMO CALKINS—in a keen analysis of the Tugwell Bill.

**"Practical Merchandising Ideas."** There are seven pages of just that.

• • •

### **Will you pay 16.6 cents for one practical business idea?**

There are at least fifty worthwhile ideas in every issue of PRINTERS' INK MONTHLY. You can't adapt all of these to your business, but if you get only one a month, the cost is just 16.6 cents each.

The December issue—which is only partially outlined above—is typical of the MONTHLY. You need it in your business! Enter your subscription now—and stop missing these important business bonuses.

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PRINTERS' INK MONTHLY, 185 Madison Avenue, New York: Put me down for a personal subscription, starting with the December issue. I'll expect invoice for \$2 later. (Foreign and Canadian extra.)

Name.....

Position

Company.....

Address.....

City..... State.....

Dec. 21, 1933

Dec. 21

income for the services we render, when we contribute our commission earnings to same, hereby apply for appointment as "Good-News Broadcasters" of the Goodwin Plan of America, Inc., for a period of thirty-six months from this date.

We understand that under the Goodwin Plan our duties are simply to call on the housewives of our community—with copies of the Goodwin Plan Catalog in which will be listed numerous leading-quality articles covering as nearly as practicable the entire range of normal family purchases—to emphasize the merits of these articles so as to induce the housewives to agree to purchase such of them as they may need from time to time—and to request such housewives to save evidences of sales made to them, such as Labels or other identification, taken from each product, as will be designated by you, opposite each product on the Goodwin Plan list.

With their signatures, also, the hopeful ladies acknowledge that they understand that the Goodwin catalogs will be forthcoming "as soon as possible," that the goods they list will include "several great groups—grocery, drug, automotive, wearing apparel, household goods, miscellaneous, etc. (or as nearly all of these as possible)." They agree that they understand that the 2 per cent commission will be figured on the manufacturers' suggested retail selling prices.

Each of the ladies further agrees that she will induce ten or more members of her church each to sign *The Goodwin Church Loyalty Purchase List*. Each "broadcaster" agrees to sort, tabulate, and forward, once each month and in one shipment, the evidences of sales to housewives. She agrees to permit Goodwin to "change or alter the list of products as it may deem necessary from time to time."

Over her signature, each "broadcaster" agrees that she understands that, under the Goodwin Plan, Goodwin is "not redeeming any article."

And finally, each "broadcaster" agrees to this: "In appreciation of the financial benefits that the Good-

win Plan makes available to us and, through our assignment of our commissions, to our church (or society), we promise not to participate in or lend our services to, for the duration of this agreement, any plan even slightly similar to the Goodwin Plan."

Thus, the forward-looking Mr. Goodwin signs up his "broadcasters" for three years; and their commission is to be 2 per cent. That 2 per cent, Mr. Goodwin is careful to specify, is to come out of the manufacturers' appropriations for sales promotion. There are other percentages.

One-half of 1 per cent would go to district managers and field representatives employed by Goodwin to aid and supervise the "broadcasters."

One-half of 1 per cent would go for "clearing-house" service in checking the "evidences of sale."

One-half of 1 per cent would go to the Goodwin corporation.

Then there's advertising. As an old newspaper man, himself, Mr. Goodwin says that he recognizes the value of newspaper space. Hence, each manufacturer allied with the plan would agree that, as a guaranteed minimum, he would spend, in the respectively regional newspapers, 3 per cent of his wholesale sales.

Is that newspaper-advertising angle a bid for newspaper support? Possibly so; for a scattering of publishers have permitted Goodwin to quote their endorsements.

But, while Goodwin waits until his "broadcasters" shall number 250,000—and at that point, he says, he will start soliciting manufacturers—other branches of the press speak up in disapproval.

Says the *Merchants Journal*:

"In a good many ways the scheme resembles the old trading stamp game. Under the Goodwin Plan a third party is trying to step in between the manufacturer and the consumer and carve out for himself a profit. In the old days of trading stamps, Sperry & Hutchinson and other trading-stamp companies stepped in between the retailer and the consumer and grabbed a profit."

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The *Journal* cites other objections.

One is that women are being signed to buy certain brands—and thus far they don't know to what brands or what prices they are pledging themselves.

The plan would cripple competition; for in each class of merchandise it would offer but one article, or one brand.

And finally, the religious press—

The plan invades a phase of life where even the semblance of exploitation would rouse indignation. Already it has done so. Writing in *The Christian Century*, Georgiana Merrill Root reviews sundry schemes of the kind—including Goodwin's—and protests:

"How much different is present-day commercialization of the church from that which Christ reproved in the temple? The merchants with their sheep and doves saw a

favorable chance for selling where their wares were especially needed and saw a special bargain for their animals without blemish.

"Christ saw the temple being used for an end for which it was never designed, and in righteous indignation cried out: 'Away with these! My Father's house is not to be turned into a shop.'"

And the editor of the same publication remarks:

"We do not believe that this scheme can possibly succeed. Why? In reply we waive all legal and economic and, for the moment, all ethical considerations, and base our opinion upon the conviction that the churches will not allow themselves to be exploited for any such commercial purpose either by the Goodwin corporation or the manufacturers which that corporation, following the line of its own financial interest, may select."

\* \* \*

## Industrial Designers to Exhibit

**A**N industrial art exhibition, organized and directed by designers, will be held in the RCA Building, New York, from February 15 to March 14. It is being sponsored by the National Alliance of Art and Industry.

The purpose of the exhibition is threefold: To create in commerce and industry the realization of the importance of design; to demonstrate that beauty and sales values are complementary in our civilization, and to emphasize visually that there is a definite trend toward a national style.

Any article in which design is an element, and which is intended for mechanical duplication, already produced or in the process of pro-

duction, is eligible. All entries will be passed upon by an official jury, and no exhibit will be accepted without the name of the designer or consulting designer.

Expenses of the exhibition are being underwritten by designer guarantors. A charge of \$1.10 per square foot will be collected from exhibitors, and a charge of 25 cents will be made at the door for admission to the exhibition.

Members of the executive committee in charge are Walter Teague, chairman; Egmont Arens, Lucian Bernhard, Ben Nash, Donald Deskey, Gilbert Rohde, Henry Dreyfuss, Eugene Schoen, Russel Wright and Alon Bement, executive officer.

\* \* \*

### Advertise New Food Product

Backed by an advertising campaign described as practically national in scope, the Capital City Products Company, Columbus, Ohio, is bringing out a new product, "Dixie Margarin." C. L. Jaycox, vice-president of the Columbus division of the J. Horace Lytle Company, Dayton agency, is directing the campaign.

### Horace Cleveland Joins Kimball, Hubbard & Powell

Horace Cleveland, formerly advertising manager of Cheney Brothers and, more recently with Fuller & Smith & Ross, has been elected vice-president of Kimball, Hubbard & Powell, Inc., New York advertising agency.

## Running Wild

(Continued from page 10)

with a group in the A.A.A. who are thinking along the same lines, which he believes will help the consumer.

But he forgets several important facts:

1. Manufacturers like Campbell, the soup maker, have made their product available to consumers in all parts of the country through more than a hundred thousand outlets—not in one store.

2. Availability and assurance of uniform quality by calling for a branded item is a great consumer convenience and protection.

3. This convenience and protection is given at an advertising cost so low per item that it is infinitesimal (in the case of Campbell's Soup it is less than one-fifth of a cent a can) and there are always available to the consumer unadvertised brands in competition.

4. No manufacturer or consumer would object to the Government setting minimum standards with free competition between the advertised and unadvertised brand above that standard.

5. The retailer would be forced out of business by the waste of time necessary to educate each housewife to the specifications of a brand unknown to her by previous experience.

6. The housewife (I can vouch for a small cross-section, having interviewed twenty in the last few days) would strenuously object when unable to buy her favorite brand. For further testimony on this point let Professor Lynd read what happened in Russia and in Germany when the Governments there interfered with women's pet buying habits. It may be found in Northam Warren's testimony on page 39 this issue.

7. The manufacturers who place their names and addresses on the goods they make and invest large sums telling the public about the value in them are not the group that sweated their labor. Let Professor Lynd study the background of the "low end" unadvertised mer-

chandise, sold on price tags only, during the last few years. His plan would seriously penalize all those progressive leaders in each field of industry now co-operating with the main purposes of the NRA.

8. Professor Lynd spoke at the Tugwell hearings of "we consumers." What consumers are "we"? The American Federation of Labor and other great organizations representing millions of consumers, have always been against paternalism, telling workers how and what they shall buy whether the advice comes from an "uplifter" manufacturer or a professorial board.

9. The plan of educating consumers to buy only by Government specifications would by inference throw Government suspicion on the advertiser of every branded article from automobiles to children's shoes. The Government would, in its attempts to educate the public to boycott advertised brands, be in direct and unfair competition with the most progressive and forward-looking organizations in the country, which have developed the highest type of food kitchens, testing laboratories for safety in automobiles and have taken leadership in every line of industry.

10. William Green, of the American Federation of Labor, said recently, "Refusal to share gains with producing workers dries up the sources of larger income for the industry. There are two main channels through which workers share in the prosperity and progress of an industry; a shorter work week and higher wages as measured by buying power."

### Advertisers and High Wages

I suggest that Professor Lynd make a survey like his monumental "Recent Social Trends" and predict that he will discover that national advertisers, by and large, pay a far higher real wage than those who have never advertised.

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nels in distributing profits to workers.

Lynd's plan would penalize the very men who pay the higher wages and also the men who by their advertising over the years have set up goals of desire for the masses and instilled in them that desire for a "fuller life" which the new liberals wish to bring about over night. Sound advertising can be proved a definite part of the New Deal in its sounder aspects.

11. The Lynd plan would, if successfully carried out, wreck magazines, newspapers, other advertising media.

\* \* \*

In conclusion, it is my firm belief that Professor Lynd's plans in the Consumers' Advisory Board, in connection with the Consumers' Board of the A.A.A., are a definite threat to the success of the whole NRA program. His scheme of attempting at this time to change the whole system of distribution of trade-marked, advertised merchandise is a distinct menace to the whole industrial machine out of which wages, profits and Government taxes must come. Both President Roosevelt and General Johnson have publicly expressed themselves that increased advertising of quality branded merchandise is an integral and essential part of the whole recovery program.

Professor Lynd of the Consumers' Advisory Board of the NRA would attack over a wide front the whole system on which not only advertising but profits depend.

Which viewpoint is truly representative of the Administration attitude?

It is time that advertisers, publishers and all other industries dependent on advertising were told what they may expect and get

\* \* \*

ready to fight for existence if the Lynd viewpoint is representative.

Dr. Lynd writes us, in regard to the official transcript of his testimony at the Tugwell hearings which we ran last week, that the heading gave a wrong impression, that he believes the Tugwell Bill does not oppose the NRA but "is quite in keeping with its aim in developing codes of fair competition." The headline writer who read the transcript must have received the wrong impression from reading the Professor's statement. For that we are sorry. Professor Lynd, unlike Dr. Campbell, chief of the Food and Drug Administration, thinks the original Tugwell Bill is all right as originally written. He seems almost alone in this contention, since Dr. Campbell himself suggested one amendment. Professor Cavers in his closing remarks also said he had received many helpful suggestions from the testimony.

Professor Lynd in his letter also refers to a mistake in a sentence which "appears to make me say that the bill is contrary to the spirit of the NRA for the following reasons." This was taken from the official transcript of the hearings at Washington but was undoubtedly an honest stenographer's mistake as was one where the word "segregations" was used instead of "specifications." We repeat, Professor Lynd is strong for the Tugwell Bill as originally written. This makes the record clear.

In the opinion of PRINTERS' INK, Dr. Lynd's opposition to advertised brands is clearly indicated in portions of his book "Recent Social Trends" and also in other recent suggestions he has made to the Consumers' Advisory Board of the NRA.

\* \* \*

### Death of C. F. Messinger

Clifford F. Messinger, president of the Chain Belt Company, Milwaukee, died at that city on December 12, aged 44. He joined the company in 1911 as a college apprentice, later becoming advertising manager and then successively sales manager, general manager, and vice-president.

### Appoints H. K. Rutherford

Harry K. Rutherford, for a number of years export manager and, more recently, sales manager of the Industrial Division of Henry Disston & Sons, Inc., Philadelphia, has been appointed manager of a branch of the Sales Analysis Institute, Buffalo, N. Y., which will shortly open in Philadelphia.



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**More Work  
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B. of A. I.**

In New York, Charles William Taussig, president of the American Molasses Company, explains to the advertising Legionnaires his reasons for admiring President Roosevelt. To cite an example of Rooseveltian thinking, Mr Taussig distills, in headline form, the President's attitude on at least one phase of reciprocal international trade. The headline would read:

**Uncle Sam Swaps Pork Chops  
For Good Scotch Whiskey**

And in London, meanwhile, the institutional *Times* presents an advertisement for Britain's White Horse Scotch in which the consumer is portrayed as imbibing his snort while blindfolded.

And there, we submit, is a situation. It is a situation whose true inwardness, we feel, Mr. Roosevelt has not plumbed. In fact, it's more than a situation. It's a breach—a breach into which ought to step, straightway, the Federal Bureau of Animal Industry.

Last week, in these pages, we recorded how promptly the B. of A. I. swung into action in a crisis over sausages. That crisis was only domestic. Here is one that is international. Here is a crisis calculated to try the bureau's true mettle.

Yet we know that the bureau will come through. We know that forthwith, sternly rising to the occasion, it will cable King George:

ADVERTISING OF WHITE HORSE WHISKEY IS OBJECTIONABLE STOP WE HAVE NO EVIDENCE THAT BRITONS DRINK WITH BLINDERS ON HENCE PICTURE IS PROBABLY MISLEADING STOP ON OTHER HAND IF PICTURE IS NOT MISLEADING AND IF WE SWAP SIDEMEAT FOR SCOTCH AND MUST IMPORT ALSO OLD BRITISH CUSTOM OF DRINKING SIGHT UNSEEN THEN YOU MUST ACCEPT OUR PIGS IN POLES.

**Christmas,  
1933**

It is not amiss, this time, that the year's accomplishments be summed up at Christmas rather than at the end of the year. Advancement this year has been largely of a spiritual sort. It is imponderable but very apparent. The fundamentals upon which the present Era was founded were never so firmly established as they are today.

It would be folly even to dream that a millennium is at hand, for the old Adam is inherent in man and cannot be eradicated. Strife and selfishness will continue, perhaps till the end of time. The year now closing has had more than its share of vindictive bickering and scheming and plotting for position and advancement at the expense of others. Suspicions of motives activating other men and other nations fill the minds and poison the souls of all of us.

With all of these and more acknowledged and confessed, what possible reason can there be even for hope of the dawn of a better day? These are the reasons—and bear in mind that every advancement spiritually will bring with it better things materially for the average man, the forgotten man, whoever he may be:

First, the indications are that the fear of another great war has lessened during the year. What greater good could be achieved than the end of war? \*

Second, nations for the most part have at their heads men whose purpose it is to further the improvement of social conditions as they affect the greatest number. They are not swayed by the thinly veiled sophistry of those who counsel a continuation of shopworn and outmoded rules and formulas.

Third, there is a growing belief in the minds of those possessing power and wealth that unusual mental attributes which lead to

such acquisition are stunted unless directed along paths of humanity and mercy.

Christmas this year is a time for high hope and courage.

**Has Style  
Gone  
Too Far?**

amine into the matter of technical design; for often by correcting engineering details that impede acceptance, the merchandisers have made selling easier. Upon that premise it seems proper here to consider the engineering trend of the automobile.

Time was, when, to drive a car—such a vehicle, for example, as the roll-dash Oldsmobile—was to feel such thrills as you might find on the cow-catcher of a passenger train. Today, to drive any one of a dozen different makes of sophisticated, sleek-lined creations is to feel as if you were cemented to that slightly elevated perch in the caboose of a freight.

Time was, when, to tool a horseless carriage was to see the world. Today, to sink to your chin behind a steering wheel is to glimpse just a segment of the far horizon, a segment as closely cabined and confined as if you were peering at it through a tunnel.

Soon, in the national shows and on salesroom floors will be unveiled the models for 1934. And of the prospective purchasers who come to look and to buy, there will be many who will say:

"What are the danged things coming to? To drive one now I'll need a periscope and a correspondence course in contortion!"

Of course, the new cars will sell. But why handicap them? Why not give them a better chance? Why not recognize that, although the consumer admires beauty, although he appreciates mechanical development, although

he aspires to own that which is new and smart, he also knows that utility and common, every-day comfort in everything he uses are always found somewhere this side of extremity in style.

There are designers who know what the motor car ought to be. Thus far they have followed the crowd. Let them now assert themselves, so that soon they may turn out the kind of car that the public ought to have.

The layman feels—and it is a layman who pens these lines—that the automobile of the future will be wise to become somewhat more sensible.

**Railroad  
Cheer**

The railroads haven't been buying many locomotives from Mr. Vauclain during the last three or four years because they didn't need them.

Fewer passengers wanted to ride and there was much less freight traffic. Consequently the railroads had more engines than they needed to pull their trains.

But now comes the Northern Pacific Railway with cheerful news to the effect that it has authorized Mr. Vauclain's Baldwin Locomotive Works to deliver ten passenger engines as soon as possible for which he will be paid \$1,250,000.

Comes also the Pennsylvania Railroad with the announcement that it has returned to service sixty electric passenger locomotives that had to be rebuilt so as to pull heavier loads.

And the Erie Railroad needs 3,908 freight and passenger cars which it expects to have rolling along the rails during the coming summer.

All this would have been mere detail four years ago, but it is big news now.

As go the railroads so goes the country.

Let us be glad.

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## ... must be GRADE A

Your greatest responsibility to yourself, your company and your customers, if you were buyer for Borden\*, would be to make sure that every drop of milk you bought at wholesale came up to your standards of purity and richness. You wouldn't find it hard to get *enough* milk. The job would be to ensure that all this milk was *good enough* to satisfy your customers, build your business.

Likewise, when you buy advertising circulation, it's not difficult to find volume, mass, quantity. Every large publication will sell you that. What you must search out, if you don't intend to waste money, is *quality* in the mass you buy, prospects good enough to build your business.

It is by delivering quality, purchasing power in the mass,

that the New York Herald Tribune has been able to bring results to its long list of advertisers. When you advertise in the Herald Tribune, the story of your product goes into the hands and homes of 321,283 Grade A, above-average-income families. And 427,233 of them on Sundays. These people meet the prime requirement of your business . . . *they can buy*. Secondly, they *do* buy because they take their homes and families seriously . . . as evidenced by their constant stream of requests for home-making information to the Herald Tribune, and by the neighborhoods they live in.

These people can make your sales efforts in this great market successful.

\*The New York Herald Tribune carries more Borden's Milk advertising than any other New York newspaper.

NEW YORK  
**Herald Tribune**

## FARM PAPER SUMMARY FOR NOVEMBER

### COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby chick and classified advertising)

#### MONTHLIES

	1933 Pages	1933 Lines	1932 Lines
Country Gentleman	34	22,986	15,614
Successful Farming	36	16,211	8,754
Capper's Farmer	24	16,139	11,426
Progressive Farmer & Southern Ruralist			
Miss. Valley Ed.	16	11,641	7,690
Carolinas-Virginia Edition	15	11,206	8,302
Georgia-Ala. Ed.	15	10,820	8,177
Ky.-Tenn. Ed.	15	10,564	6,599
Texas Edition	14	10,144	7,083
All Editions	11	8,011	5,977
Country Home	24	10,791	7,420
South. Agriculturist	14	9,785	5,137
California Citrograph	12	7,793	11,220
Farm Journal	10	4,709	6,385
Southern Planter	7	4,624	*3,541
Arkansas Farmer	6	4,350	*3,879
Western Farm Life	5	3,829	4,285
Wyoming Stockman-Farmer	3	2,326	4,051
Bureau Farmer	5	2,122	2,254

\*Two Is.

#### SEMI-MONTHLIES

Oklahoma Farmer-Stockman	15	11,455	10,959
Farm & Ranch	13	9,929	8,075
Missouri Ruralist	11	8,518	7,423
Montana Farmer	11	8,348	6,326
Kansas Farmer-Mail & Breeze	8	6,286	6,632
Arizona Producer	8	6,042	5,300
Missouri Farmer	7	5,655	5,844
Ind. Farmer's Guide	6	5,032	7,466
Utah Farmer	6	4,428	4,159
Hoard's Dairyman	6	4,088	5,504

#### BI-WEEKLIES (2 Issues)

Wallaces' Farmer & Iowa Homestead	23	17,906	13,974
Wis. Agriculturist & Farmer	18	14,427	12,400
California Cultivator	19	14,074	*14,068
Pennsylvania Farmer	17	13,301	10,476
Nebraska Farmer	17	12,361	9,699
Local Zone Adv.	9	6,608	
Washington Farmer	16	†12,045	*15,300

	1933 Pages	1933 Lines	1932 Lines
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Farmer & Farm, Stock & Home			
Minnesota Edition	15	11,859	12,493
Dakotas-Mont. Ed.	12	9,340	9,899
Local Zone Adv.	6	4,534	
Prairie Farmer			
Illinois Edition	14	10,394	9,213
Indiana Edition	11	7,708	9,658
Amer. Agriculturist	14	10,241	5,868
Local Zone Adv.	3	2,150	3,746
Oregon Farmer	13	19,621	*13,839
Idaho Farmer	12	†9,291	*15,275
Dakota Farmer	11	8,727	8,608
New Eng. Homestead	12	8,386	6,020
Ohio Farmer	10	7,813	7,129
Rural New Yorker	10	7,494	7,225
Michigan Farmer	8	6,387	6,908
†Three Is. *Four Is.			

#### WEEKLIES (4 Issues)

Pacific Rural Press	26	19,327	17,545
Dairymen's League			
News	3	1,915	\$3,189
†Five Is.			

#### FARM NEWSPAPERS (5 Issues)

Kansas City Weekly Star	....		
Missouri Edition	8	19,445	18,562
Kansas Edition	8	18,576	21,044
Ark.-Okla. Edition	7	16,732	16,046
Dallas Semi-Weekly Farm News	....		

Tuesday Edition	3	*6,951	4,834
Friday Edition	2	*4,186	*6,539
*Four Is.			

(Figures Compiled by Advertising Record Company)

#### Joins "Beverage Retailer"

George P. Grant has joined the advertising staff of the *Beverage Retailer*, New York. He was formerly New York manager for Steel Publications, Inc., and, at one time, was with the Pittsburgh Post.

#### "Outdoors" Expands

*Outdoors*, Chicago, has taken over the entire paid subscription list of the *Michigan Sportsman*, Ann Arbor, Mich., which has ceased publication.

#### Mrs. Folsom Appointed

Mrs. Richard S. Folsom has been appointed circulation director of *Tower Town Topics*, Chicago.

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Just as the aviator scans eagerly the weather forecast before venturing aloft, so the dairyman hungrily reads the milk market news as a guide to his dairy operations.

The Dairymen's League News has at its command data collected by one of the most complete milk marketing research departments in the country. It is also a family paper with a Home Department appealing strongly to the women on the dairy farm. And there is a department for the Kiddies.

Organized dairy farm families of the New York Milk Shed enjoy a fuller measure of financial security than most rural families. Monthly milk checks sustain purchasing power.

To cover the New York Milk Shed effectively, you *must* use the Dairymen's League News. Our Business Manager will be pleased to tell you more about this profitable market—ask him.

**DAIRYMEN'S**  
*league*  
**NEWS**

NEW YORK 11 West 43rd St. CHICAGO 10 So. LaSalle St.  
R. L. Culver J. A. Meyer  
Bus. Mgr. Tel. Franklin 1429  
Tel. PEAn. 6-4760



"The Dairy Paper of the New York Milk Shed"

# The Little Schoolmaster's Classroom

THE men behind the product, especially in the field of industrial advertising, have a practical as well as a human copy appeal. Give them a place in the advertising sun and their employer can talk the dependability and quality of his product from a new and sound selling angle.

Just as important, is the strong element of human appeal which lends itself to a field of advertising in which it is seemingly difficult to employ this theme. The Schoolmaster thinks an excellent job is being done by The Cleveland Twist Drill Company. So that the Class may form its own opinion, one advertisement in the series is reproduced on this page.

Any employer may justifiably point with pride to a photograph of twenty-five foremen who have been with the company fifteen years or longer. Here is subtle emphasis on factory co-operation and experience. Proud of their records, the company gets an important intangible from its advertising when it pays honor to these men and introduces them to its customers. This it gets in appreciation from the men.

In telling this story of factory personnel, fresh viewpoints are introduced with each advertisement. One carries a group photograph of 450 factory employees, another the group picture of foremen, and a third, with side borders, carries individual photographs of sixteen factory heads with service records of from twenty-eight to forty-eight years. The Schoolmaster believes the headline does the sales job, "Only years of experience can produce fine tools." Need more be said?

Distributors have been quick to comment favorably on the cam-

Only years of EXPERIENCE can produce FINE tools



All of these foremen have been making "Cleveland" drills and routers for more than 15 years . . .  
32 of them for more than 25 years!

**RICHARD**, the author of a newspaper article about the United States Navy made this statement recently. "With one year of drill, men of our country can learn to make a gun. With one year of foremen, we are ready to fight properly the battles we ourselves wage."

Each of the men pictured above has thoroughly learned his part in the organization and makes "Cleveland" tools drills and routers. All of these foremen have been with the company for a period of time that, in most cases, equals or exceeds the time required to learn to make a gun.

These men are proud of their records, and equally proud of their "Cleveland" tool drills, routers and other metal cutting tools they make. They believe they are entitled to your confidence in the quality of the tools they produce. So do we.

15 to 25 years' service . . . . . 32.7%  
21 to 30 years' service . . . . . 14.7%  
Over 30 years' service . . . . . 52.6%

These men are proud of their records, and equally proud of their "Cleveland" tool drills, routers and other metal cutting tools they make. They believe they are entitled to your confidence in the quality of the tools they produce. So do we.

The **CLEVELAND** TWIST DRILL COMPANY, CLEVELAND, OHIO  
400 BRANCHES IN 45 COUNTRIES. A DIVISION OF THE CLEVELAND DRILL COMPANY. 1915-1935  
400 BRANCHES IN 45 COUNTRIES. A DIVISION OF THE CLEVELAND DRILL COMPANY. 1915-1935

paign, the Schoolmaster is told by George H. Corey, advertising manager.

"It seems to me," he writes, "that the service records outlined in these advertisements have a deep significance, not only because of their connection with the high quality of our products, which is based upon long training, but because here is a company which has been a consistent industrial advertiser for many years and has weathered the storm with its organization intact."

It is planned to expand the series into a booklet for distribution among industrial plants throughout the country.

\* \* \*

The Schoolmaster recently participated as a luncheon juror in a panel which aimed to pass on the merits of effective advertising. The material consisted of eleven sets of two advertisements each for eleven advertisers. It was gathered by Carroll Rheinstrom, vice-president of

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*Liberty*, who is widely known for his interest in testing advertising effectiveness as measured by actual results.

During the next few months many members of the Class will have an opportunity to test their own ability at sizing up which advertisement in each set probably was most productive. Mr. Rheinstrom has a list of meetings where the test will be conducted so the Schoolmaster can't discuss actual cases.

But he was interested in the verdict handed down by members of the Sales Executives Club of New York who, in majority numbers, picked six of the winners and went wrong on five. This should have demonstrated to them the fallacy of trying to pre-judge, in conference, the ability of a piece of copy to do a job merely on the basis of liking or disliking a headline, a layout or copy appeal.

\* \* \*

The Schoolmaster has just received a publicity release. Because it typifies at least some of the publicity material that flutters into editorial offices, suppose we read it. It goes—or seems to go—like this:

"Motod tho lonntd of hon zhort anh joo onn jrohiot tho snoe of hon stockinj."

Now, now, sit still! Your Schoolmaster is doing his best. To proceed—

"Miss Zobo, haad oh tho Zobo Lazdinn Sonnloo, cooned a now lam oh drass yostorday whan stohunts oh tho Kattoninz Oihhs zohooi quarded hon on tho roltinnizkip botwoon zhort lonntd anh stockinj celor.

"Iz lz trno tdat tho orn of lijdzelereh stockinjz wns nzhord in hy tho skorl zgortz of the jost-wan penind," Miss Zobo nejlioh. "Too os zhorts ge domm, stockinjz nro jellinj hankon."

In spots, the stuff does resemble English. Various details of internal evidence would indicate that a Miss Zobo, head woman of something or

TO AGENCIES AND THEIR CLIENTS

## CONSULTING AND ANALYTICAL CHEMISTS

*Analyses Made Formulas Developed*

*New Uses Fresh Appeals*

*Research Investigations and*

*Clinical Testing of Medicines*

**SPECIALISTS IN**

Drugs	Proprietary
Foods	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

**SEIL, PUTT & RUSBY, INC.**

16 East 34th St., N. Y. City—ASHLAND 4-4348

"It gives me great pleasure to advise you that we have had some remarkable results from the small ad on our Purse Style Shopping Bags appearing in your Printers' Ink Monthly."

KARY-SAFE PAPER BAG CO.

# Do you need distribution?

**M**ANUFACTURER with sales organization calling on wholesale tobacco, drug and grocery trade in Eastern, Southern, Middle Western and South Western states, is in a position to extend the use of this well trained force to another manufacturer who has a product or products adapted to this type of trade. Commission basis.

Address replies, giving fullest possible details to "Z," Box 148, Printers' Ink.

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng.

**GIBBONS KNOWS CANADA**

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

## Hochstadter Laboratories

Testing Engineers for  
Advertisers and Advertising Agencies  
Technical Experts and Consultants  
General Chemical Analyses  
227 FRONT STREET • NEW YORK CITY

### Copy, Layout Man Wanted

★ A newspaper with 225,000 circulation wants for its promotion department a seasoned copy and layout man. Agency experience necessary. Send samples of work, references, qualifications. Your answer strictly confidential.

Write: "N," Box 144,  
Printers' Ink.

other, has said something. Unfortunately, although here and there her discourse does disclose an Anglo-Saxon streak, she rather befores her meaning by guttering in something that looks like Icelandic slang.

But Miss Zobo—and if the Schoolmaster miscalls her name, he's sorry, but that's what it *seems* to be—is not an Icelander. On the contrary, she runs some sort of business in New York.

And Miss Zobo's press agent is an excellent market, all by himself, for the manufacturers of carbon paper. For what we have before us is a carbon copy, and it's at least the twenty-ninth.

However, let the Class assume that we've done as well as we could. We've listened to Miss Zobo; and to her publicity man, we hope, we've demonstrated how helpful to editors are press agents' efforts.

\* \* \*

Here's a traveling showroom—one of a fleet of thirty automobile

### Available Jan. 15th AN OUTSTANDING BUSINESS PRODUCER

Has counselled and serviced leading national concerns for over 15 years with proven success.

- ★ Despite depression and curtailed appropriation, secured 38% sales increase—the largest in its field.
- ★ Turned a big loss into substantial profits this year for famous firm by new, intensive methods.
- ★ Agency, Manufacturer, Chain, Department Store or other interests will find his expert planning and creative promotion ability a big money-maker.

Now available at fraction of previous earnings. Highest references. Write: "A," Box 142 Printers Ink.



trailers that are being used by the American Radiator Company to bring its new popular-priced heating plant to the doors of prospects.

The new product was developed to tap what A. R. Herske, sales promotion manager, describes as a comparatively virgin market which was offered the first unit made for use where a heater could be placed on the same floor level with radia-

tors. Many have been convinced that the nation was

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tors. Many of the prospects were small home owners who were convinced that radiator heat installation was beyond their purchasing power.

They had to be shown and it was for this reason that the company decided upon the traveling displays as a supplement to its national newspaper and magazine advertising. The displays have been traveling throughout the country under the supervision of the company's representatives.

In addition to proving a valuable aid in closing sales at the homes of clients, Mr. Herske says they have been decidedly effective in creating prospects when parked in prominent public places. Their popular reception also has served to convince dealers on the importance of product display.

\* \* \*

Convention planners again have something to learn from the St. Louis Sales Managers Bureau. The large attendance it has so successfully registered in the six previous years quite naturally might have led to the laying down of a pattern and sticking to it.

But convention procedure, as the Schoolmaster has observed, needs to be revised to meet the changes of the time. He has noticed radical departures from established procedure in several instances, all aiming at conserving the time and money of those who in other years may not have weighed these factors so seriously.

In the case of the very successful mid-year meeting of the Association of National Advertisers, it was a reduction to a one-day conference and the abolition of set speeches. The St. Louis Sales Bureau this year added a dramatization feature and, more important, changed the time from the morning and afternoon sessions of other years to an afternoon and evening session. This proved popular because it gave those attending a half-day to look after their business affairs.

How popular this move proved to be evidences itself in the registration which was in excess of 635. This was almost 100 better than last year.

## Classified Advertisements

### BUSINESS OPPORTUNITIES

Young, alert agency offers interest to young man or woman who has contacts and thorough knowledge of Direct Advertising. Write particulars. Box 574, Printers' Ink.

**ADVERTISING SIGN SALESMAN**  
familiar with chains and national accounts open for suitable lines.

**AD-NO-SINE,**  
321 Canal, N. Y. C.

### HELP WANTED

**Young Lady**—experienced in advertising, capable of handling inquiries for advertising material; also of contributing ideas and getting up circulars, etc. Position up-state New York manufacturer. Write Box 568, Printers' Ink.

**Wanted Young Woman**. Assistant to advertising sales manager on national weekly A.B.C. publication. Ability to type rapidly, attend to many exacting details, lay out copy, and meet callers essential. Opportunity for advancement. Starting salary \$20. Write Box 569, Printers' Ink.

### WANTED

Representative with experience in selling advertising mediums, and contacts with leading agencies and advertisers. College graduate, with speaking ability, and thorough grounding in advertising. Write for interview, stating age, experience, ability, and salary expected. Box 573, P. I.

### POSITIONS WANTED

**Sales Promotion Man**. Broad successful experience, publishing, printing, manufacturing fields. Able copywriter. Exceptional layout ability. Thoroughly experienced all forms advertising. Box 572, P. I.

**Sales Statistician**, Industrial background. Capable of supervising development of trade reports, market studies, salesmen's compensation, quotas, trends, etc. Familiar drug, confectionery, textile and several industrial lines. Age 32, single, good references, moderate salary requirements. Available January 1st. Box 571, P. I.

## SALES EXECUTIVE

### Seeks Connection

NATIONAL EXPERIENCE DIRECTING MANY MEN SELLING RAILROADS, LARGE INDUSTRIAL, DEPARTMENT, CHAIN STORES. CAN ORGANIZE SALES, ADVERTISING CAMPAIGNS. LOCATION IMMATERIAL, BEST REFERENCES. BOX 570, PRINTERS' INK.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

## Extends Arrearage Moratorium

THE moratorium on the three months arrearage rule of the Audit Bureau of Circulations has been extended to December 31, 1934, as the result of action taken at the December meeting of the A.B.C. directors in New York. Originally declared early this year, the moratorium was scheduled to expire December 31, 1933.

The extension means that all subscriptions expiring during 1934 may be counted as paid subscriptions until not more than six months in arrears. The moratorium does not apply, of course, to those subscriptions that are not privileged, under the rules, to be carried in arrears at all, such as bulk sales, short-term and gift subscriptions.

Another action taken at the meeting concerns newspaper subscription contests. Attention had been called to the fact that only two types of contests are set up in paragraph 17 of publishers' statements for newspapers, the first being the ordinary contest open to every one where prizes are awarded

according to the number of subscriptions sent in, and the second those contests where only a few subscriptions are to be obtained but with the prize increasing as the number of subscriptions sent in increases.

There are still other types of contests which were not covered, although they do have a subscription tie-up, such as those which require a subscription as the price of entry as a contestant. To make provision for these miscellaneous contests in the next publisher's statement blank (for the six-month period ending March 31, 1934), the board authorized the following addition to paragraph 17: "Type 3: New and renewal subscriptions produced by any contest having a circulation tie-up."

The rule on association subscriptions has been made more inclusive with the adoption of an amendment clause to that section as follows: "Or paid by the member in addition to his dues as a requirement of membership."



### Appoints L. E. Shears

Loren E. Shears has been appointed assistant to W. K. Page, general sales manager of the Addressograph-Multigraph Corporation, Cleveland, in the direction of the company's advertising and sales promotional activities. He has done business research and business writing for the company for the last two years. Previously he was with Lord & Thomas, Reincke-Ellis-Younggreen & Finn and other agencies.

### Goes Independent

The *Wallpaper Magazine*, published for nineteen years as the official organ of The Wallpaper Association of the United States, is now being published by its former editors as an independent monthly with offices at 9 East 40th Street, New York. Ralph O. Ellsworth is publisher. Miss Grace B. Parke, formerly advertising manager of *The Architect*, is advertising manager.

### Gets Art Metal Account

The Art Metal Construction Company, Jamestown, N. Y., has placed its advertising account with the Cleveland office of Fuller & Smith & Ross, Inc. Business papers and direct mail will be used.

### O-Cedar Sales Advancements

The following new appointments have been made in the sales organization of the O-Cedar Corporation, Chicago: Dorothy J. Damaskov, has been advanced to assistant sales manager. MacLean Libbey, New York manager, has been made Eastern sales manager. H. A. Hawkins, who has headed Pacific Coast activities for the last eight years, has been appointed Western sales manager, Los Angeles. Howard L. Scott, of the sales staff, is now field supervisor in charge of salesmen's training.

### Pelletier Succeeds Chaffee

E. LeRoy Pelletier, Jr., who has been with Zimmer-Keller, Inc., has been appointed advertising manager of the L. A. Young Company, Detroit, maker of "Walter Hagen" golf products. He succeeds E. M. Chaffee, who has joined the copy staff of N. W. Ayer & Son, Inc.

### Mills Joins WHK

George E. Mills, at one time secretary-manager of the Cleveland Advertising Club, has resigned as advertising manager of The North American Coal Corporation to become associated with Station WHK, Cleveland, in a sales capacity.

# TAKE THE "CHASE" OUT OF PURCHASE

*N*o need to search farther for that better printing service you have wanted. No need to be pursued by salesmen with quotations. You can easily take the "chase" out of your printing purchase by immediately calling Charles Francis Press.

*Y*EARS of experience in handling the printing of many of America's largest companies are at your command in the Charles Francis Press. And the fact that these same companies continue to call upon Charles Francis Press year after year means that they have found exactly the service they want. You, too, can find it by calling MEDallion 3-3500.



**CHARLES FRANCIS PRESS**  
461 EIGHTH AVE., at 54th ST., NEW YORK

The  
**CHICAGO**  
**TRIBUNE**  
has the  
**LOWEST**  
**GENERAL**  
**DAILY**  
**MILLINE**  
**RATE**  
of any  
**Chicago**  
**newspaper**